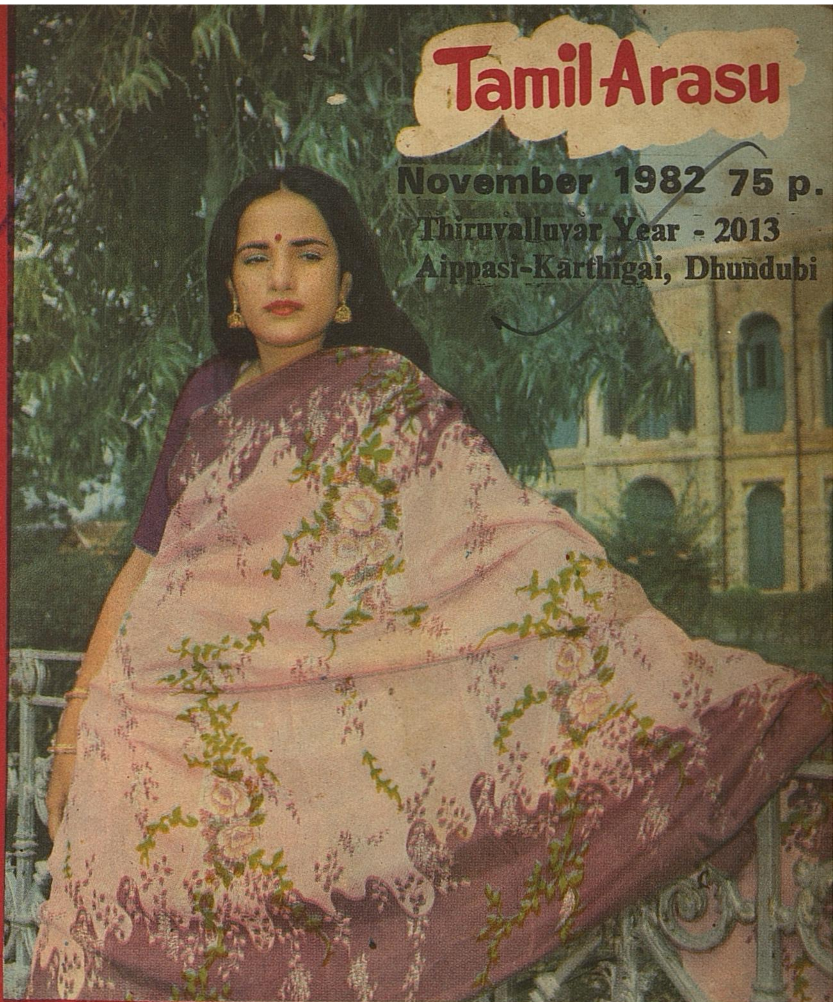
Tamil Arasu

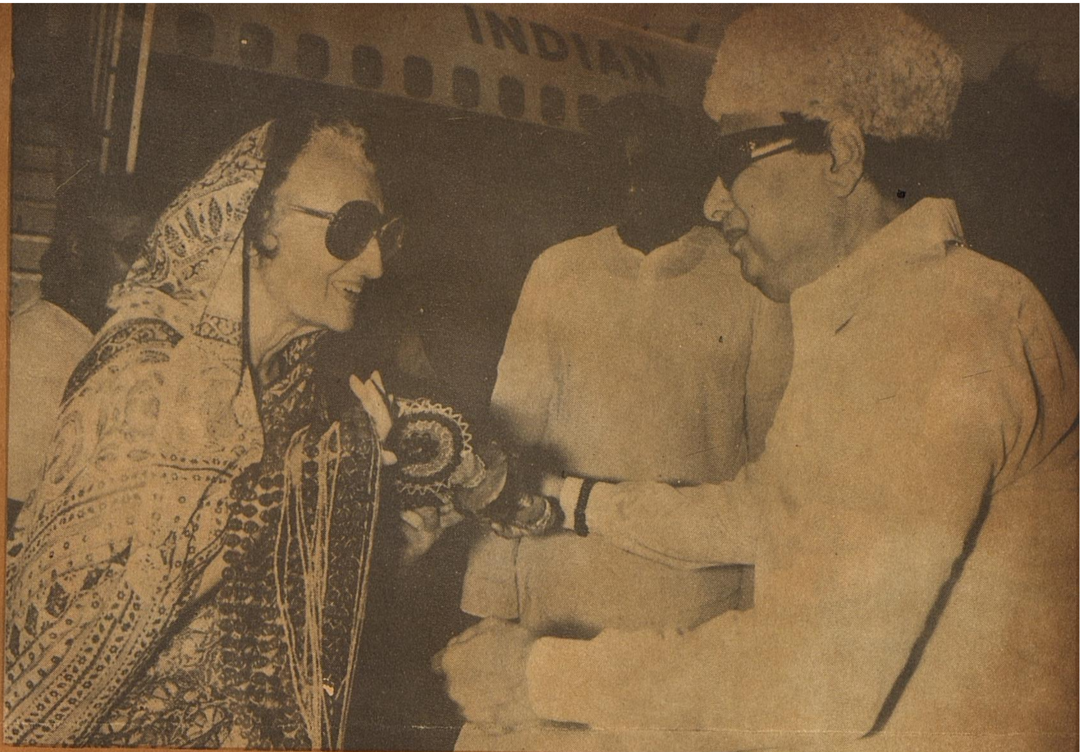
November 1982 75 p.

Thiruvalluvar Year - 2013

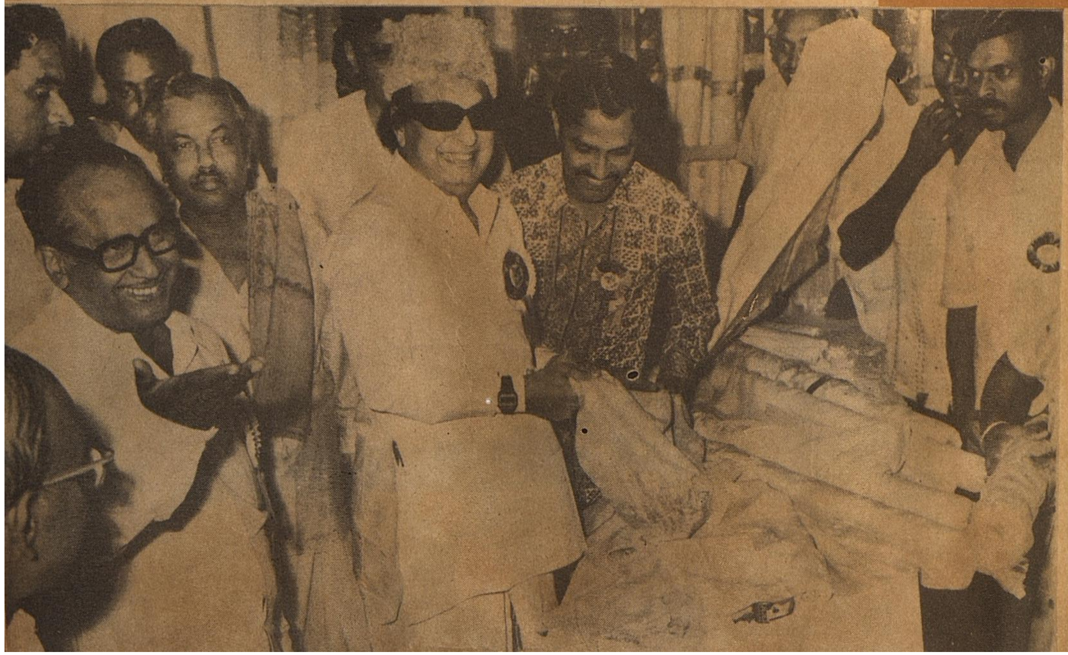
Aippasi-Karthigai, Dhundubi



The Prime Minister Thirumathi **Indira Gandhi** was received by the Chief Minister, Thiru **M. G. Ramachandran** at Meenambakkam airport on 31-10-'82 during her stop-over at Madras. The Prime Minister was on her way back to Delhi after her visit to Tirupathi.



The six hundredth show room of Cooptex named after "Thillayadi Valliammai" was opened by the Chief Minister Thiru M. G. **Ramachandran** on 27-10-'82. The Minister for Education Thiru C. **Aranganayagam** presided over the function.



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Tamil Arasu

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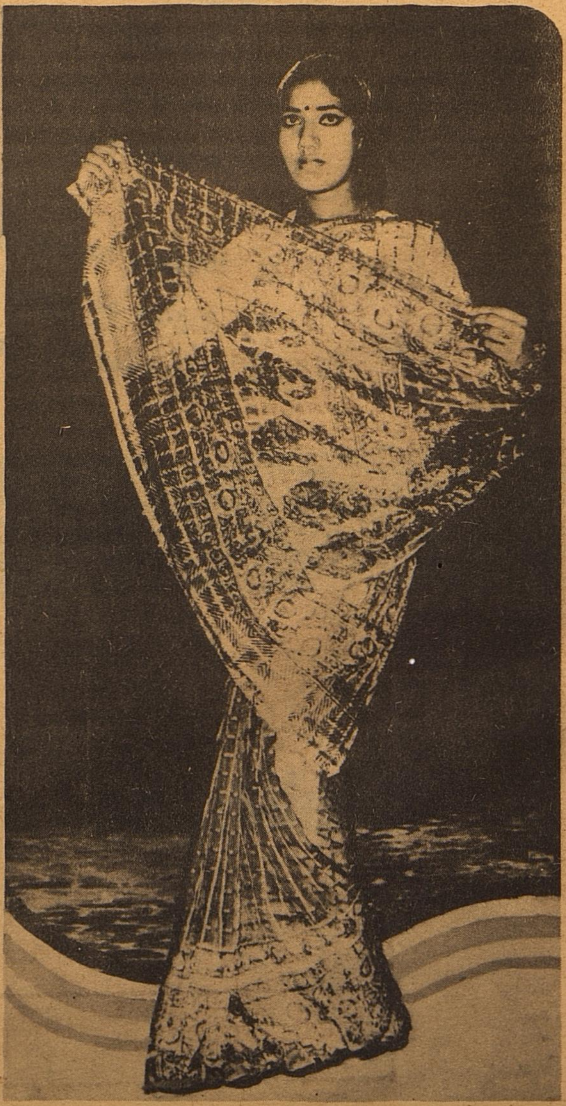
1982

Co-optex

Thillaiyadi Valliammai Maaligai



Co-optex, the apex body for handloom weavers co-operatives in Tamil Nadu has made significant strides in meeting the textile needs of the people in the state.

Co-optex has opened its 600th showroom at Pantheon road in Madras. It is a magnificent and most significant event in the history of handloom industry in Tamil Nadu.

The Chief Minister of Tamil Nadu inaugurated a five storeyed building of the showroom on 27.10.'82 and named it after Thillaiyadi Valliammai.

It is the biggest textile showroom in the entire South East Asia. It has got six floors, having shopping space exclusively for handloom textiles in five floors and with an exhibition hall in the sixth floor. The total shopping area in this showroom is 27,000 Sq.Ft. at 4,500 Sq.Ft. in each floor. It is centrally Air Conditioned with lift arrangements. It is a well modernised showroom with exclusive interior decorations. The construction and decoration cost of the building is Rs. 140 lakhs. It is thus considered to be the biggest prestigious showroom. The showroom is flooded with all varieties of handloom goods from all parts of Tamil Nadu. The entire showroom has been functionally divided according to product-group.

Co-optex sales had been improving year after year. The turn over which was Rs. 36 crores in 1979-80 has increased to Rs. 71 crores during 1981-82. This year sales target was Rs. 100 crores. During this Deepavali season, it is expected to sell handloom goods worth of Rs. 45 crores against last year's Rs. 32 crores.

A number of innovative products like kanchina silk sarees, cotton Khadi printed sarees, Polyester shirtings, suitings, dhoties, polyester sarees, blouse materials, cotton school uniform and polyester Singapore lungies form the bulk of the dress materials which will be stacked at the cooptex showroom all over Tamil Nadu.

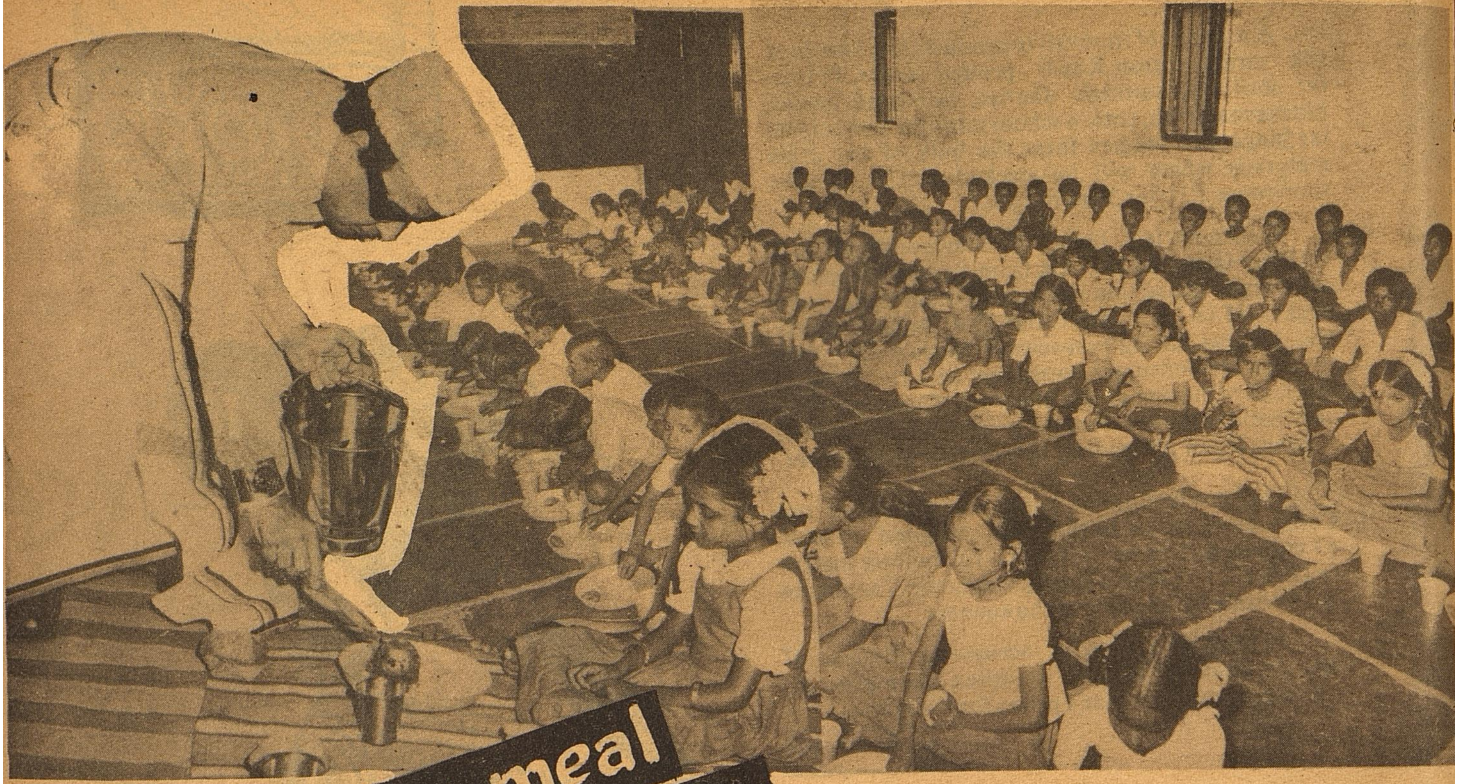
Kanchina is a blend of Kancheepuram Silk with the imported raw silk from People's Republic of China. Kanchina silk exhibitions have been organised in 'A' Class Cities like Delhi, Bombay and Madras during non-season times with a view to promote consumer awareness and to bring in the higher income group clientele. There has been very good response from the public. Now Kanchina is available in all leading showrooms of Co-optex.

The production of handloom fabrics in the Cooperative sector in the state had gone up from 63 million metres in 1971-72 to 121 million metres in 1981-82. The Janata cloth produced in Tamilnadu was considered the best in the country.

In spite of a marked increase in the cost of raw material and labour, co-optex had endeavoured to maintain last year's prices for the fabrics.

—G. Bhaskaran

GROUND FLOOR	Pure Silk varieties including KANCHINA (1) Kancheepuram (2) Arni (usual varieties and pochampalli type) (3) Salem (4) Kumbakonam (5) Printed
FIRST FLOOR	Polyester, Cotton Sarees and Ladies' Wear.
SECOND FLOOR	Bedsheet, Furnishing
THIRD FLOOR	Gents' Wear, Dhoties, Towels and Napkins, Lunghies and Polyester Dhoties
FOURTH FLOOR	Polyester Shirting, Polyester Dress Material, Polyester Suiting, Cotton Shirting, Readymade Garments and School Uniforms
FIFTH FLOOR	Exhibition-cum discussion hall



mid day meal scheme

The nutritious noon meal programme of the Tamil Nadu Government which has caught the attention of other States, will be highlighted at the general conference of UNESCO next month end and commended for adoption, in other developing countries, if a proposal mooted by the Union Education Secretary, Tmt. Anna Malhotra, goes through.

The proposal was made by Tmt. Malhotra at the meeting of the Indian National Commission for cooperation with UNESCO in her welcome address as secretary-general of the commission.

She said the Indian delegation to the conference could commend the Tamil Nadu scheme for adoption by other developing countries as a strategy to achieve the goal of education for all which has been included as one of the 13 major programmes in the draft medium-term plan of UNESCO for 1984-89.

Tmt. Malhotra said the draft plan underlined the seriousness and magnitude of the problem of universalisation of primary education, eradication of illiteracy and provision of greater educational opportunities for girls but it did not appear to offer any comprehensive strategy to overcome these problems.

In India, it had been realised that unless the problem of nutrition and child health care was tackled simultaneously it would be difficult to enrol more children. Tmt. Malhotra suggested that UNESCO could be urged to persuade developed countries to contribute significantly to midday meal schemes in schools in developing countries.

Encouraging response: The reaction of the members of the Indian National Commission to this suggestion was encouraging. Whether this will form part of the brief for the Indian delegation to the UNESCO conference will depend on the relative priority which the Union Government wants to accord to different programmes envisaged in the draft UNESCO plan.

Tmt. Malhotra is highly impressed with the impact of the Tamil Nadu programme on enrolment and attendance in primary schools. During a recent visit to Madras, she saw the scheme in action in some primary schools near the city.

The State officials told her that the additional enrolment as a direct result of this programme, would be 260,000 which she feels is a good figure. She contends that even if the children attend schools only for the meal it is good because gradually the regular attendance will create in the child an interest in studies.

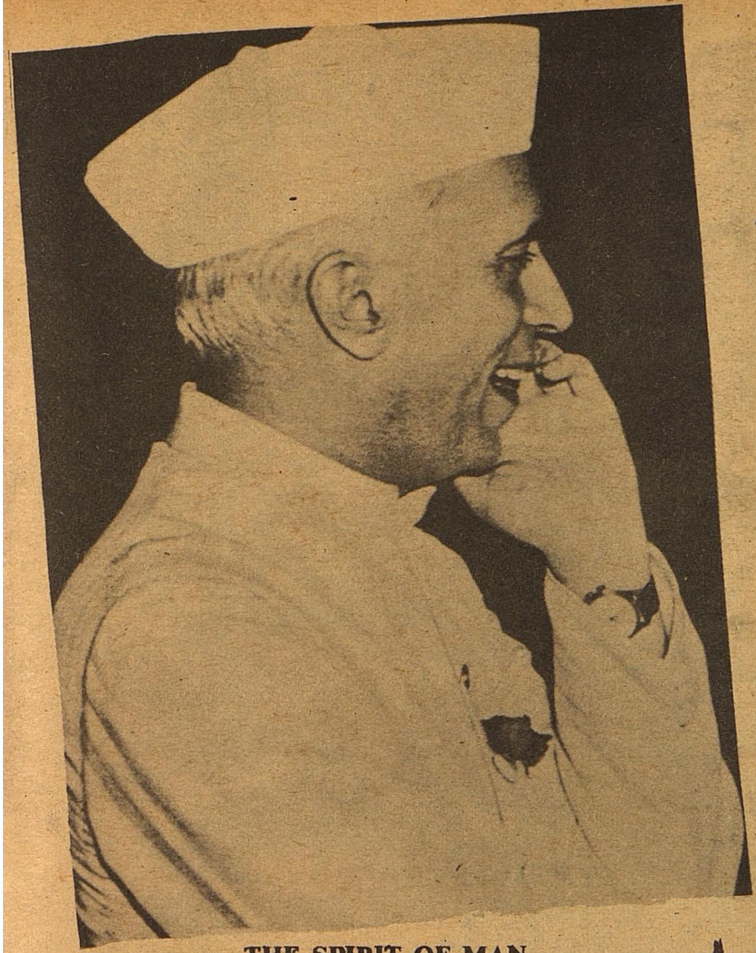
Among the different types of incentives offered by the States to schools Tmt. Malhotra feels, the Tamil Nadu programme holds great promoise.

Admittedly, a programme like this will require lot of funds which developing countries may find difficult to allocate. It is in this context that the idea of UNESCO persuading developed countries to contribute for such programme has been mooted.

UNESCO cannot sustain such programmes of assistance from its own budget but it can raise funds from developed countries for special projects.

Impact on enrolment: The Education Minister views the Tamil Nadu programme in terms of its impact on enrolment and retention of children in primary class and the improvement in nutritious status of the children.

Courtesy: THE HINDU



Bouquet of Nehru's thoughts

THE SPIRIT OF MAN

How amazing is the spirit of man! Inspite of innumerable failings, men, throughout the ages, has sacrificed his life and all he held dear for an ideal ,for truth, for faith,for country and honour. That ideal may change, but that capacity for self-sacrifice continues, and, because of that, much may be forgiven to a man, and it is impossible to to lose hope for him.In the midst of disaster, he has not lost his dignity or his faith in the values he cherished. Plaything of nature's mighty forces, less than a speck of dust in this vast universe he has hurled defiance at the elemental powers, and with his mind, cradle of revolution sought to master them. Whatever gods there be, there is something god like in man, as there is also some thing of the devil in him.

The future is dark, uncertain. But we can see part of the way leading to it and can tread it with firm steps, remembering that nothing that can happen is likely to overcome the spirit of man which has survived so many perils; remembering also that life, for all its ills, has joy and beauty, and that we can always wonder, if we know how to in the enchanted woods of nature.

A life of the mind

It is the human mind that has produced everything that we see around us and feel around us. Civilization is the product of the human mind and yet, strangely enough one begins to feel that the function of the mind becomes less and less important in the modern world or, at any rate, is no longer so important as it used to be.

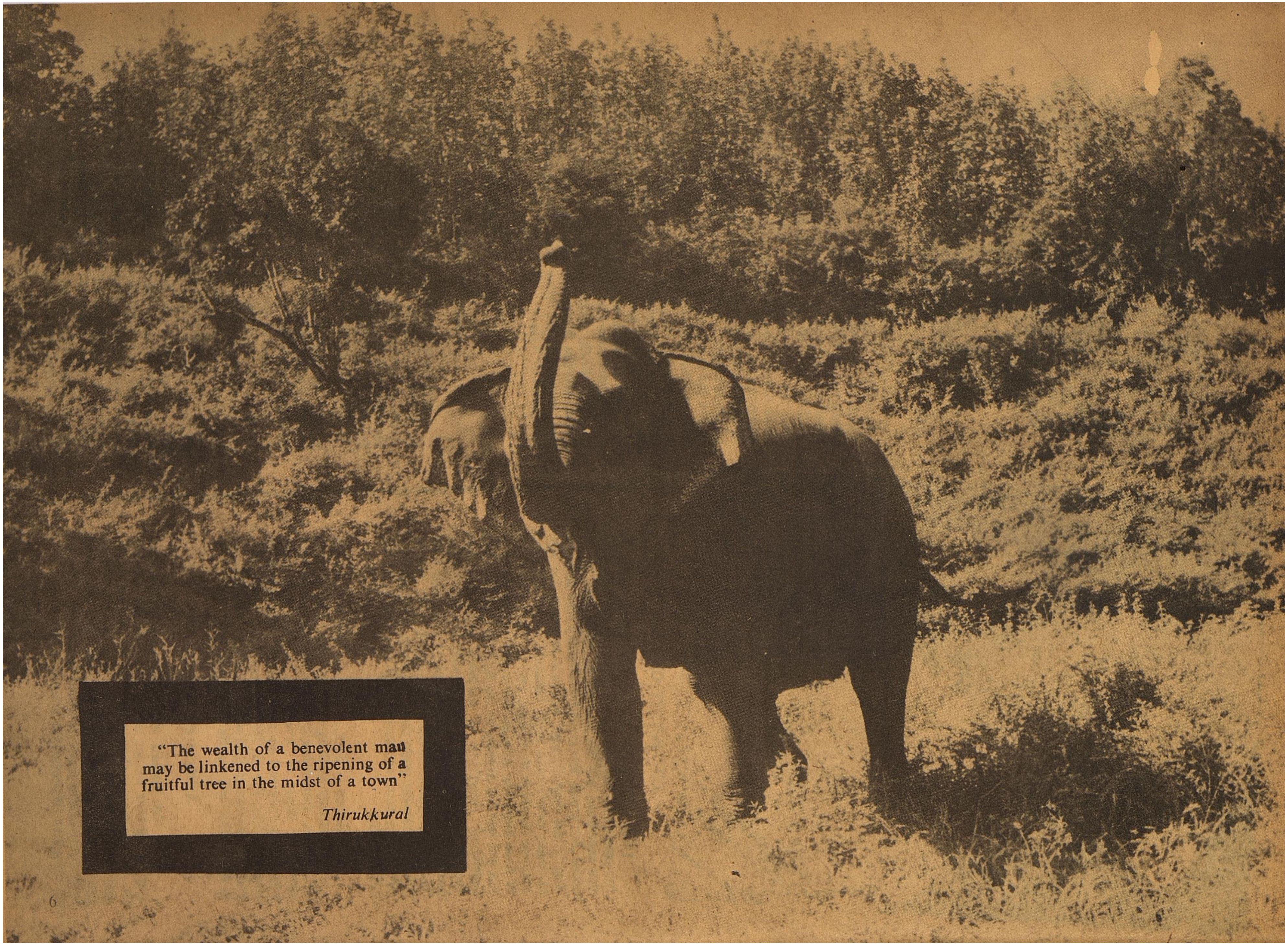
What is India?

All of us, I suppose, have varying pictures of our native land and no two persons will think exactly alike. When I think of India, I think of many things, of broad field dotted with inmuerable small villages; of towns and cities I have visited; of the magic of the rainy season which pours life into the dry parched up land and converts it suddenly into a glistening expanse of beauty and greenery, of great rivers and flowering waters, of the khyber pass in all its bleak surroundings; of the southern tip of India; of people individually and in the mass; and, above all, of the Himalayas, snow-capped; or some mountain valley in Kashmir in the spring, covered with new flowers and with a brook bubbling and gurgling through it. We make and preserve the pictures of our choice and so I have chosen this mountain background than the more normal picture of a hot sub-tropical country. Both pictures would be correct, for India streches from the tropics right up to the temperate regions, from near the equator to the very heart of Asia.

The Discovery of India
—Jawaharlal Nehru.

And then Gandhi came

And then Gandhi came. He was like a powerful current of fresh air that made us stretch ourselves and take deep breaths; like a beam of light that pierced the darkness and removed the scales from our eyes; like a whirlwind that upset many things, but most of all the working of people's minds. He did not descend from the millions of India ,speaking their language and incessantly drawing attention to them and their appalling condition. Get off the backs of these peasants and workers, he told us, all you who live by their exploitation get rid of the system that produces this poverty and misery. Political freedom took new shape then and acquired a new content. Much that he said we only partially accepted or sometimes did not accept at all. But all this was secondary. The essence of his teaching was fearlessness and truth, and action allied to these, always keeping the welfare of the masses in view. The greatest gift for an individual or a nation, so we had been told in our ancient books, was abhaya (fearlessness) not merely bodily courage but the absence of fear from the mind.



"The wealth of a benevolent man may be linkened to the ripening of a fruitful tree in the midst of a town"

Thirukkural

CONSERVATION OF FORESTS

I would like to highlight the following points that we have come across in the administration of Forests and Wildlife activities in the State.

IMPLEMENTATION OF TARGETS:

Implementation of planting targets is always tied up with seasonal conditions. In Tamil Nadu most of the planting is done during the North-east monsoon rains. We have raised sufficient number of seedlings to plant up our target areas.

Planting and supply of seedlings on a large scale could not be pursued rigorously due to complete failure of South-West monsoon, in most parts of Tamil Nadu. Generally major afforestation works are done in Tamil Nadu only after the onset of the North-east monsoon. All preliminary works like selection of site, raising nurseries, and other preliminary works have been completed and the targets fixed under afforestation will be achieved by the completion of the North-East monsoon.

In case there is failure of rains, which has happened so far in Tamil Nadu this year, it would be extremely difficult to fulfil our planting targets. I am of the opinion that it is always better to plant a lesser area with assured success, than a larger area with indifferent success. This will also result in saving of funds. There should not be too much of insistence on the achievement of targets. What is more important is the achievement of results. In Tamil Nadu we have got a good system of evaluation, and monitoring ,which was recently studied by the experts from the World Bank, USAID, SIDA and I.R.D.B.

I am also not in favour of free supply of seeldings to the public. This usually results in seedlings either being not utilised or creation of targets which are not realistic. In Tamil Nadu free supply of 500 seedlings to each poor family with incentive after first and second year for successful raising is in vogue. Our experience of this has been that this is not properly utilised. We are therefore thinking of charging a nominal cost for these seedlings and paying it back with the incentive after two years, if it is successfuly raised. In Tamil Nadu the area planted in hectares is always based on the planting work actually done by the Forest Department or other Departments and not based on the number of seedlings distributed to the public divided by the number of seedlings per hectare. I, therefore, feel, that if nominal cost is charged for supply of seedlings to the public, there can be better achievement of goals rather than mere fulfilment of targets.

GUIDELINES OF THE PRIME MINISTER REGARDING FORESTRY AND WILD LIFE.

The Government of Tamil Nadu has taken steps to implement the guidelines indicated by the Prime Minister in her letters to the Chief Minister relating to Forestry and Wildlife .The steps taken by our Government in this regard will be intimated shortly by our Chief Minister to the Prime Minister.

Regarding Wildlife preservation, I would like to make a few observations relating to Tamil Nadu.

WILDLIFE CONSERVATION:

Our Prime Minister's interest in Wild Life Conservation is well known. She is therefore the first Prime Minister to be the Chairman of the Indian Board for Wildlife. Recently the subject of Wildlife has been transferred to the Department of Environment under the Prime Minister's Secretariat. The Tamil Nadu Government has been implementing the Wild life and other policies of the Prime Minister with great care and interest. We do not agree to any scheme or project within Wild life Sanctuaries or National

Parks as this will disturb the habit at. This was also recently pointed out by the Prime Minister in a letter to the Chief Minister. On such project which was not agreed to by the Tamil Nadu Government was the construction of an irrigation dam across the Pachai Ar in the Lion Tailed Macaque Sanctuary in Tirunelveli District. This sanctuary was created in 1976 during the President's rule in Tamil Nadu to project this Endangered Species found to the largest extent in the World in this area only.

The refusal to allow a Dam within the Sanctuary by the Tamil Nadu Government has been criticised by a M.P. belonging to the Congress(I) party and that too hailing from Tirunelveli District of Tamil Nadu that the Chief Minister of Tamil Nadu is more interested in monkeys than human beings. It is really unfortunate that a Confress (I) MP is ignorant of the Wildlife policy of the Central Government and has made a cheap jibe against the Chief Minister of Tamil Nadu for implementing this policy of the Central Government and the P.M's Directives.

The Tamil Nadu Forest Department conducted the First All India Wild Life Exhibition and Display from Ist to 10th October 1982 in the Childrens Corner of the Guindy National Park, Madras. The Exhibition was inaugurated by His Excellency the Governor of Tamil Nadu at a function presided over by the Chief Minister of Tamil Nadu. The Exhibition attracted a large crowd of nearly three lakhs of people, mostly school children and was a grand suceess.

IMPLEMENTATION OF FOREST CONSERVATION ACT, 1980:

My views on the Act have already been given at the Special Meeting of the Central Board of Forestry on the 7th August, 1982 at New Delhi. I feel that this Act is not comprehensive enough for easy implementation. Various guidelines are being periodically received from the Government of India regarding the implementation of this Act in relation to mining ,laying of roads, pipe lines and electric transmission lines. This has actually made the implementation of the Act even more difficult. I, therefore, feel that this Act should clearly spell out (*a*) the various measures that are prohibited (*b*) the measures that can be carried out only with the prior approval of the Central Government and (*c*)

the measures that could be carried out by the State Government under intimation to the Central Government.

Our Government is implementing the self-sufficiency scheme for provision of water supply, roads, and Electricity to all the villages in the State and the Prime Minister's Twenty Point Programme with vigour. The development of the weaker sections of the people and the tribals are important components of the Prime Minister's Twenty Point Programme. For this the prior approval of the Central Government under the Forest Conservation Act, 1980 is necessary to implement welfare schemes, roads, water supply and electricity prescribed by them. This results in delay and disappointment among the tribals and others, who are mistakenly made to believe that the State Government is not really keen on implementing the Prime Minister's Twenty Point Programme. Such delays would lead to antipathy and even hostility towards forest conservation measures among the poorer classes and tribals. I, therefore, earnestly appeal that in the implementation of the welfare measures which are time bound, the Forest Conservation Act, 1980 should not stand in the way.

> "O Lord Nandalala (Krishna)! I behold your green colour in all the trees I see around me."
>
> —Bharathiar

DIFFICULTIES IN IMPLEMENTING VARIOUS ACTS:

The Tamil Nadu Government has passed various Acts for the proper preservation of forests. It is found that great difficulty is being experienced in administering these Acts since private parties approach courts and easily get stay orders even in trivial matters. Such stays have been given where the Forest Conservation Act, 1980 is concerned. In these cases, the court stays the order of the Government prohibiting felling of trees by private persons, the stay being operative till the main writ petition is heard. By the time the writ comes for final hearing, the trees have been felled and the damage has been done. This completely negates the implementation of the Act and defeats the very purpose for which these Acts have been promulgated.

SEPARATE DEPARTMENT FOR FORESTRY AND ENVIRONMENT:

At the Special Meeting of the Central Board of Forestry on the 7th August, 1982 at New Delhi, I suggested the creation of a separate Department for Forestry and Environment at the Centre, manned by Forest Officers and Environmental Experts. It is found that at the Centre the subject Wildlife has been transferred to the newly formed Department of Environment. Since Forests and Wildlife are inter-dependent, I feel that the time is now ripe for the formation of a Department of Forests and Environment at the Centre, so that both of them can be dealt with under a single nodal agency. Otherwise, I am afraid, that many difficulties will be created down the line, with detriment to both subjects.

> Our forests are essential from many points of view. Let us preserve them. As it is, we have destroyed them far too much. It is true that as population grows, the need for great food production becomes necessary. But this should be met by more intensive cultivation and not by destruction of forests which play a vital part in the nations' economy.
>
> —Nehru

PROVISION OF FUNDS:

In Tamil Nadu the State Forest Budget has an allocation of Rs.23.82 crores for 1982-83 against a revenue of Rs. 16.00 crores which is higher than the allocation of the other Southern States. In spite of this, they are able to carry out afforestation work only in lands under their direct control and not in lands like catchment and command areas of Electricity and Irrigation Projects, which is very necessary from the Soil Conservation point of view.

The need has arisen to-day for carrying out afforestation work not only by the Forest Department, but also by other Departments like the National Highways, C.P.W.D. and the Railways.

I would ,therefore, suggest that the Central Government should provide funds for afforestation in the budgets of National High ways, C.P.W.D. and Railways. In addition, in view of the importance of large-scale planting of trees in catchment and command areas, a programme like the Western Ghat Development Programme can be formulated, giving Central Assistance for afforestation of Electricity and Irrigation Project areas in the States.

[Speech by Thiru R. M. Veerappan, Honorable Minister for Information and Religious Endowments, Government of Tamil Nadu at the Conference of the Forest Ministers on the 18th October 1982 at New Delhi.]

Thiru. Buta Singh, Union Minister for Sports, my counterparts in other States and my dear friends,

First, I would like to thank Thiru. Buta Singh for requesting all of us to gather here at New Delhi on the eve of the Women's Sports Festival and the great Asiad that is to begin next month on the 19th.

Government of India have chosen to have a Minister for Sports now, which augurs well. This shows the importance Government of India attaches to Sports and its development in the country. More so, when all the eyes of the sports - lovers are now turned on the Asiad - the greatest memorable event of this decade in the sports world of India. With the enthusiasm and eagerness to host the Olympics next decade, I am sure we shall have many such gatherings such as this now, and may I say that we have made a good beginning today.

Being the first meeting of the Sports Ministers of the country, I would like to give you in a nutshell what we are doing in Tamil Nadu for your information. We lay very great emphasis on Sports and Games. We want our youngsters to be sports - minded realising that the pre-requisite for a healthy mind is a healthy body. To inspire us and guide us, we have a sports - and - games loving Chief Minister - our revolutionary Leader 'MGR'. He goes all out to encourage Sports and games, and to mention just a couple of examples: (i) When Bhaskaran brought glory to India in Moscow Olympics in 1980 by getting the coveted gold medal in Hockey, our Chief Minister donated a house to him at Madras costing nearly Rs.1.5 lakhs and (ii) When India played England at Madras and we won the Cricket test he gave them prizes to the tune of Rs.55,000/- I can multiply instances. It was he who was instrumental in establishing a separate Directorate for Sports with a small budget of Rs 16 lakhs in 1979, which is today Rs. 1.6 Crores i.e. 10 times in hardly 3 years - and the Directorate is run by a senior I.A.S., Officer.

To have the desired thrust in Sports and games, we in Tamil Nadu are planning our programmes in the following networks.

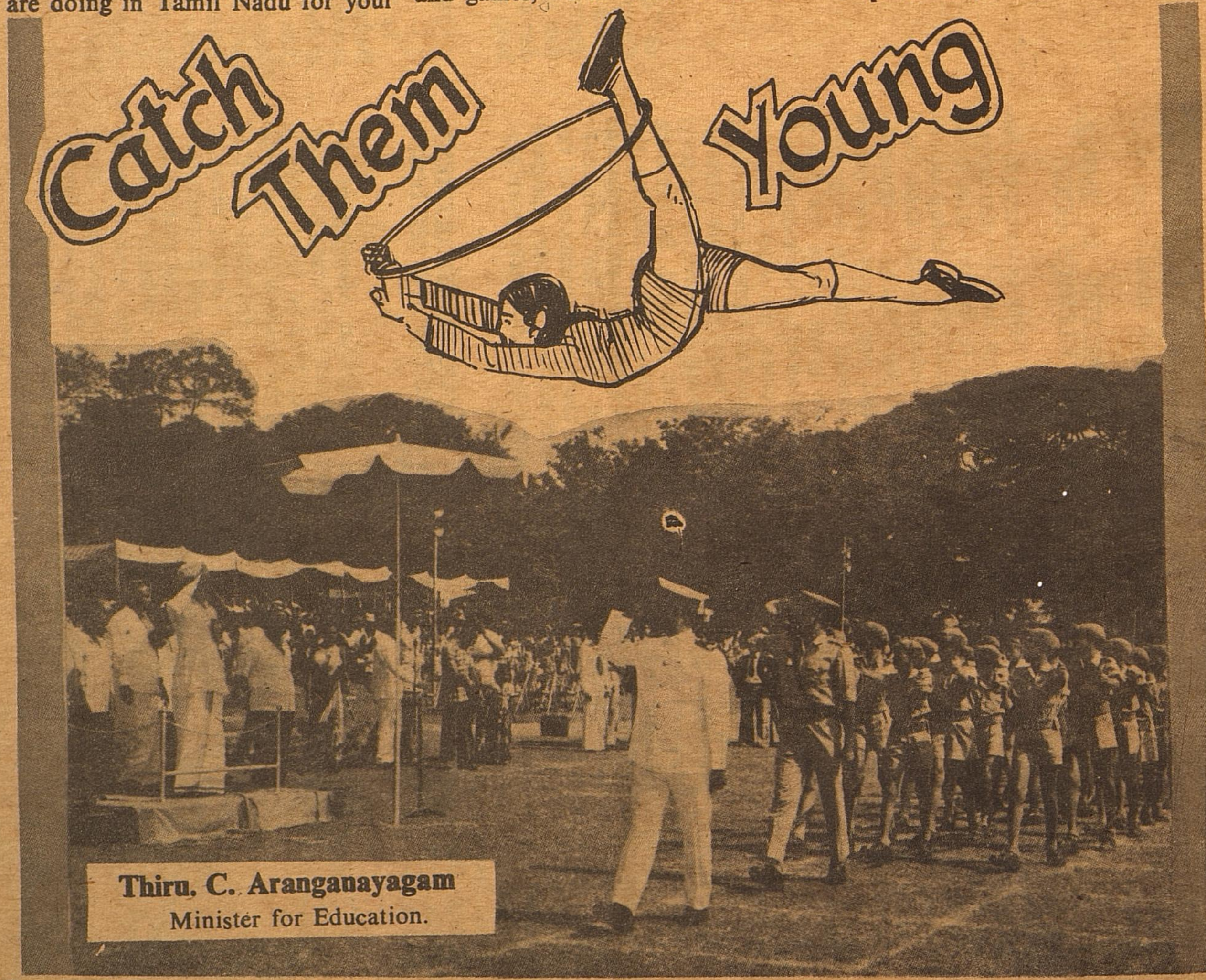
Pre Schools in "Catch them very Young Programmes" Elementary and Middle Schools in "Catch them Young" programmes, High Schools and Higher Secon-dary Schools, Universities and Colleges, Sports Schools and Sports Hos-tels.

Non-student sports

Block level, District level and State level Competitions, A stadium at every District Headquarters. A swimming pool at every District Headquarters.

We have formed a District Sports Council in every district in Tamil Nadu with seven coaches to attend to the coaching of the talented teams wherever they are. We are trying now to move towards a second district Sports Council for each district, thus doubling the coverage of Coaches.

In particular, I would like to men-



Thiru. C. Aranganayagam
Minister for Education.

tion about our Rural Sports Centres- one or more per block so that the energies of rural youth, especially those who are not students, are channelised in useful ways. This does not mean that these are like Recreation Centres. On the contrary, our objective is to see that they train the youth to attain excellence in their chosen events. Our annual Pongal Rural Sports which is the apex of our State Meets are very popular and we see a new awakening in the rural areas.

Now let me turn to the Draft National Sports Policy. We have conveyed our views to the Government of India on the Draft National Sports Policy. Though we are generally in agreement with the draft, we have given reasons wherever we differ on some points. we have urged therein that the All India Council of Sports (AICS) should have sub-committes for every game or a group of games to oversee the conduct of the relevent Federations.

More important would be that the financial outlay for Sports and Games should increase. In the competing claims in our States, Sports does not occupy a high priority or pride of place - and the result is finances are not forthcoming but Government of India should step in at the appropriate stages to assist us. To cite one instance; take the case of constructing a Swimmung Pool. Government of India's assistance is Rs.1 Lakh. We are grateful for it. State Government's grant for it should be of the order of Rs.2 lakhs. Put together we may have Rs.3 lakhs which leads us nowhere with the ruling costs of materials today. Therefore, the Government of Tamil Nadu have been now allotting Rs.7 lakhs for constructing a Swimming Complex at the District Headquarters. Same is the case for financial assistance for Open Air Stadia. Should not Government of India also increase the financial assistance so that in a country of nearly 70 crores of people, we must have more Swimming Pools and more swimmers that we produce at least one Mark Spitz of U.S.A. who won 7 Gold Medals in various types of Swimming in Munich Olympics in 1972.

We have our National College of Physical Education or National College of Sports at Patiala, Punjab. For a country of this size, would ONE suffice? Should we not have more growth centres? Should not Government of India assist us financially in setting up a State Institute of Sports? We may begin with one in Tamil Nadu is my humble suggestion. Government of Tamil Nadu will offer land free of cost.

We seem to have one coach for a population of 2 lakhs. This is certainly heart - rending. Should we not increase the number of coaches? Recently I was in China whose population is about 100 crores - They have State Sports College in every State where they produce Physical Education Teachers and Coaches. All these would go a long way to ensure that we win gold, silver and bronze medals in the Asiad Games and Olympics. Countries with considerably less population than ours are, by hard work and dedication, getting many medals.

Finally, a word about the Asiad. We are very happy in Tamil Nadu that you are doing your best to put up all the buldings - Stadia, Asiad village etc. a new era in Sports and Games in India, not witnessed so far in India. We commend the efforts taken by you for the coverage especially through the medium of colour T.V. We in distant Tamil Nadu were given a small number tickets for sale and they were sold like hot cakes. The number required is far above than what we got.

We realise the difficulties and limitations in the accommodation and seats. We would urge you to give us some more tickets for our Government and State Sports Council. We have placed our indent taking into consideration the minimum requisite number required for our Government, sportsmen, etc.

Whatever assistance you want from Tamil Nadu to make the Asiad events and ceremonies grand will be given to you generously and affectionately.

May Appu the Mascot bring you good luck and may your efforts to make the Asiad memorable, be crowned with success.

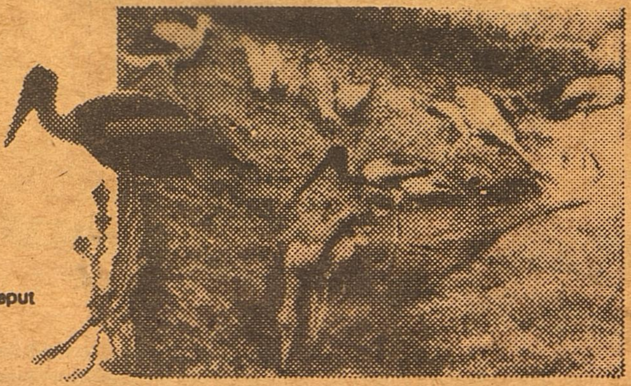
(Speech of Thiru C. Aranganayagam, Minister for Education and Sports Tamil Nadu at the Sports Ministers' Conference at New Delhi on 5-10-1982)

नवम एशियाई खेल-दिल्ली
IX ASIAN GAMES
DELHI 1982

"APPU" THE MASCOT FOR
IX ASIAN GAMES DELHI-1982

COME TO......TAMILNADU

–Where Nature abounds with wildlife at its best.



VEDANTHANGAL WATER BIRDS SANCTUARY
(CHINGLEPUT DISTRICT)

Most spectacular breeding heronry in South India. Cormonants, Egrets.

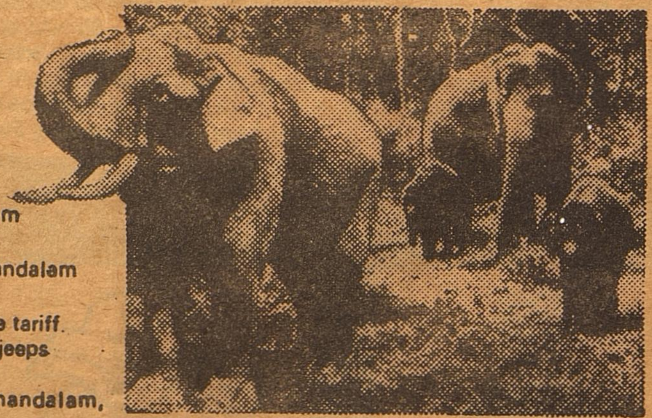
Grey Pelicans and a host of others to watch.

Linked by:
Air –Meenambakkam Airport, Madras.
Rail–Railhead at Karunguzhi.
Road–Bus services from Madras & Chingleput
Facilities –Rest House
Contact –Wildlife Warden, Madras-20 for reservations.

MUNDANTHURAI TIGER SANCTUARY
(TIRUNELVELI DISTRICT).

An abode for Tigers

Linked by:
Rail, & Road
Contact – Wildlife Warden, Shencottah, Tirunelveli Dist for reservations



MUDUMALAI WILD LIFE SANCTUARY (NILGIRIS)

A Sanctuary with a congregation of Spotted Deer, Gaur and Elephants.

Linked by:
Air — Coimbatore Airport
Rail — Railheads at Udhagamandalam & Mysore.
Road — Bus services from Udhagamandalam Mysore.
Facilities — Rest Houses at reasonable tariff. Forest dept vehicles, vans, minibus, jeeps available.
Contact — Wildlife Warden, Udhagamandalam, Nilgiris for reservations.

CHIEF CONSERVATOR OF FORESTS, TAMILNADU

Liberation from Poverty to Rural People by the combined Efforts of Banks and Government Department

Thiru K.A.Krishnaswamy, Hon'ble Minister for Rural Industries while inaugurating the Rural Exhibition conducted by the Canara Bnak at Poonamallee on 16th and17th October 1982 praised the Canara Bank for this venture which will help to educate the rural population by co-ordinating various Departments and Agencies. He pointed out that poverty cannot be eleminated unless schemes prepared for the rural development by the Government are effectively implemented whole heartedly for which the Banks as financial institutions have a vital role to play.

Recalling an occasion, he participated recently in a Motivation campaign organised by Canara Bank at Coimbatore, he said that the Bank apart from its banking activities involve themselves in programmes of the Government, such as motivating the educated unemployed for selecting a suitable job for themselves to become self-employed. He expressed his happiness to know that Canara Bank in Tamil Nadu has financed more than 5 crores, under IRDP Programme, to help those who are below the poverty line.

Here is an example as to how to achieve economic uplift of the rural population with the combined efforts of the State Departments and the Banks. Such co-ordinated work performed in Tamil Nadu with its laborous schemes like the Mid-day Meal scheme will contribute for the liberation of the rural people from poverty and ignorance.

DEARNESS ALLOWANCE TO STATE GOVERNMENT EMPLOYEES

The Government of Tamil Nadu have decided to sanction the seventeenth instalment of Dearness Allowance to their employees and to the teaching and non-teaching staff working under local bodies and in the aided teaching institutions. Over 8 lakhs persons will get an increase ranging from Rs.6/ to Rs.30/ in their Dearness Allowance from Ist October 1982 (i.e. from the salary for the month of October 1982) This Dearness Allowance instalment is linked to 456 points in the All India Consumer price Index and will cost the State exchequer about Rs.12.00 crores in a full year and about Rs. 5.00 crores in the current financial year. Due to this increase, the minimum and maximum of Dearness Allowance will be increased from Rs.100/- to Rs. 106/- and from Rs.480/- to Rs. 510/- respectively.

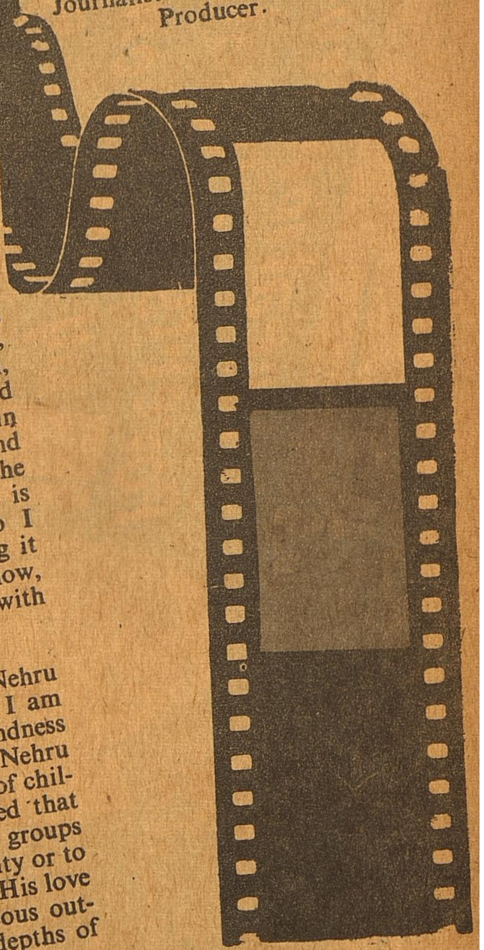
When 'CHAACHA' NEHRU acted in CHILDREN'S FILM

O. JOS THOTTAN
Journalist and documentary Producer.

In India, Pandit Jawaharlal Nehru is known as 'Chaacha Nehru' (Uncle Nehru) amongst the countless million of Children. And indeed when they remember their 'Chaacha', they also remember his famous rose bud, too. What else would have prompted a five year old child in Bombay, way back in 1962, while his 'Chaacha' was alive, to drag his mother to the balcony-garden and show her a rose bud all the while shouting that 'Chaacha Nehru has come to our house'?

Earlier, in 1955 when I had an occasion to be in Teen Murti, his residence, I made some inquiries to find all about the story of the rose bud. According to the information I gathered, one day, his personal attendant had brought a bunch of roses to put in the flower vase. Nehru was about to leave. An ardent lover of nature, landscape and flowers, Nehru picked up a rose bud and put it in his button-hole. From that day he was particular that he should have a rose bud before he stepped out. I feel that Nehru have symbolised the children of India with the rose bud the flowers of tomorrrow.

On examining a large number of photographs, from the time he became the President of the Indian National Congress, at Lahore, in 1929, I have come to the conclusion that the rose bud caught his imagination after he became the Prime Minister of India. As a Cameraman who shot a documentary film inside the Constituent Assembly Hall of India, on the midnight of August 14, 1947, during the solemn hour of freedom, I can positively say that the rose bud was not there. In a photograph in the company of Sardar Patel and Rajen Babu a few months after the death of Mahatma Gandhi he is seen without the rose bud. So I presume that he started sporting it somewhere about 1950. Anyhow, children of India identify him with the rose bud.



Once during an interview, Nehru said: "........ I admit that I am fond of children and this fondness has increased with years." Nehru was at home in the company of children, for he strongly believed that children did not belong to groups or one or the other community or to a particular state or region. His love of children was a spontaneous outburst from the innermost depths of

his soul. No wonder that children were attracted to him like iron filings to a magnet. In their presence, he was a child himself. And indeed, it was this love and concern for children the inheritors of tommorrow's India that prompted 'Chaacha' Nehru to lay stress on science and technology for the generations to come, the fruits of which we have already started to enjoy. As a boy, his interest in science had already been stimulated by his Irish-born tutor who rigged up a small laboratory in 'Anand Bhavan' at Allahabad. Young Nehru was always stirred by curiosity. In 1909, he was with his father, Motilal Nehru in Germany, to see Count Zeppelin's dirigible airship. No wonder that he realised at an early age itself the potentiality of science and technology and when he became India's first Prime Minister, he gave priority to these twin levers with which he could lift up India from the depths of poverty and backwardness where it was deliberately kept by the British rulers.

"Well, I have always felt that the children of today will make the India of tomorrow" he had said once, adding that "the way we bring them up will determine the future of the country."

During December, 1950 Nehru wrote in a journal: "The vast army of children all over the world, outwardly different in many ways, speaking different languages, wearing different types of clothes and yet, so very like one another. If you bring them together, they play or quarrel, but even their quarrel is some kind of play. They do not think of differences of class or caste or colour or status...."Was this a precursor to the birth of the non-aligned movement a few years later?

Once Chaacha Nehru stressed: "Children should have opportunities for development and they should have been given a proper lead. Before he completed his mission on earth, Chaacha Nehru established a chain of advanced technological and science institutions all over India to enable the children to choose their career according to their aptitude.

NEHRU - THE ACTOR

'Chaacha' Nehru's love and affection for children and his desire to make them happy could be clearly gauged from the following episode.

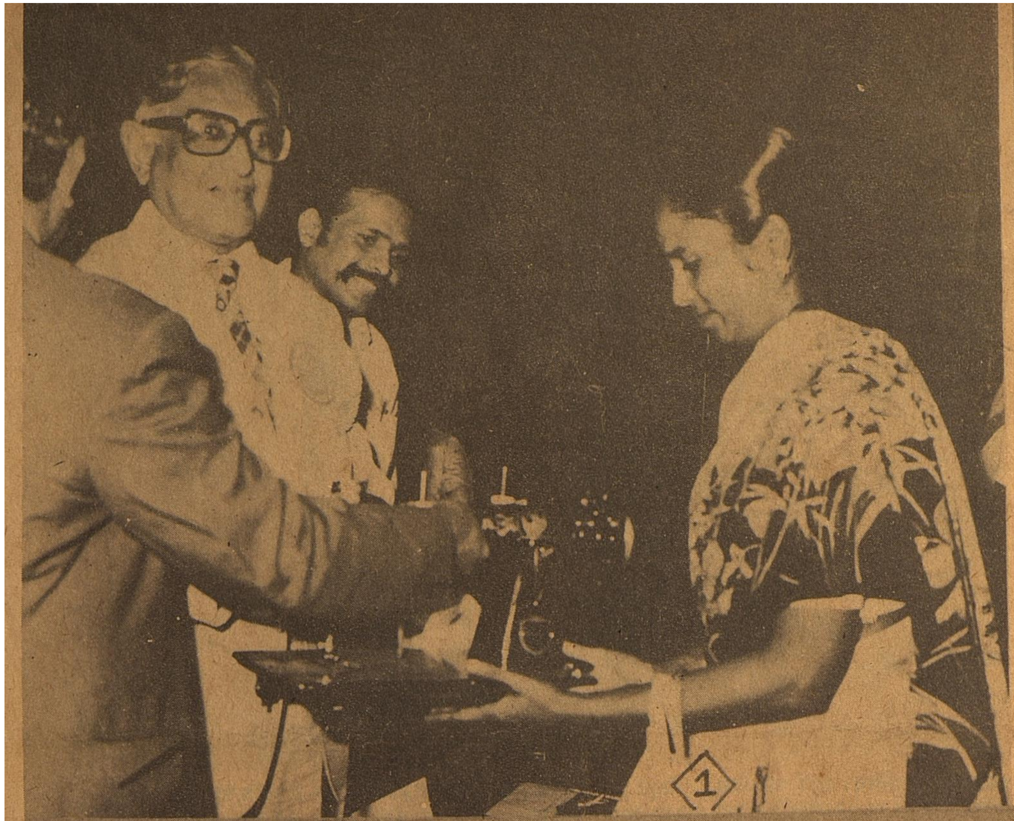
On July 26, 1950, I had the good fortune to show a set of nine documentary films in colour at Teen Murti, to all the foreign diplomats of Delhi and their families, who were invited to the screening by Panditji. Earlier Tmt. Indira Gandhi had previewed them. Panditji enjoyed the show, since the films were on his pet subjects of nature, wild life and scenic spots. Later, in 1955, I produced, directed and shot India's first Children's film in colour, tentatively titled, 'Chandu-The Elephant Boy.' During the first week of August of the same year, I went to Teen Murti with a desire to show a few reels to 'Chaacha Nehru'.

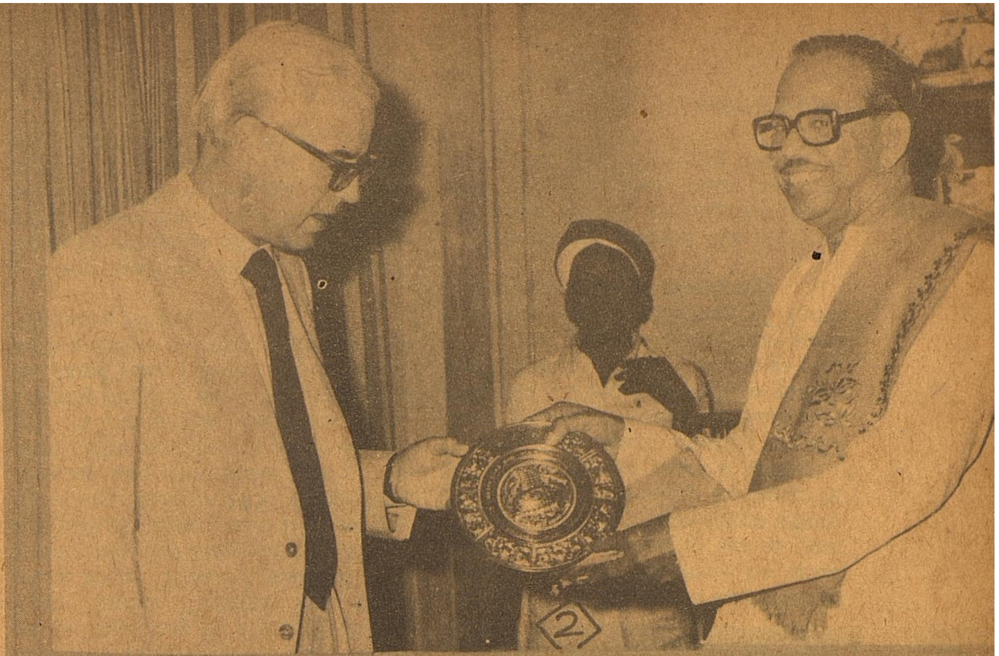
I was waiting on the verandah, when he returned after an appointment. It was about 11 a.m. He asked me whether I have brought something to show him. Immediately, I showed him a 'still' from the children's film.

He took it in his hands and beamed with joy..... Suddenly he asked me, "You want me to act in your children's film? "I was taken aback. "Come on", he said. Fortunately, I had my loaded camera with me. Instead of going up. Panditji straight away walked towards the backyard and told his security staff to get his pet tiger cubs. Then he began to play with them and I recorded the scene in colour for the children of India and the world and posterity.

Perhaps, he wanted the children of India to see him playing like a child with his pets, even after his exit. That was the 'Chaacha Nehru' I witnessed.

(Courtesy PIB)



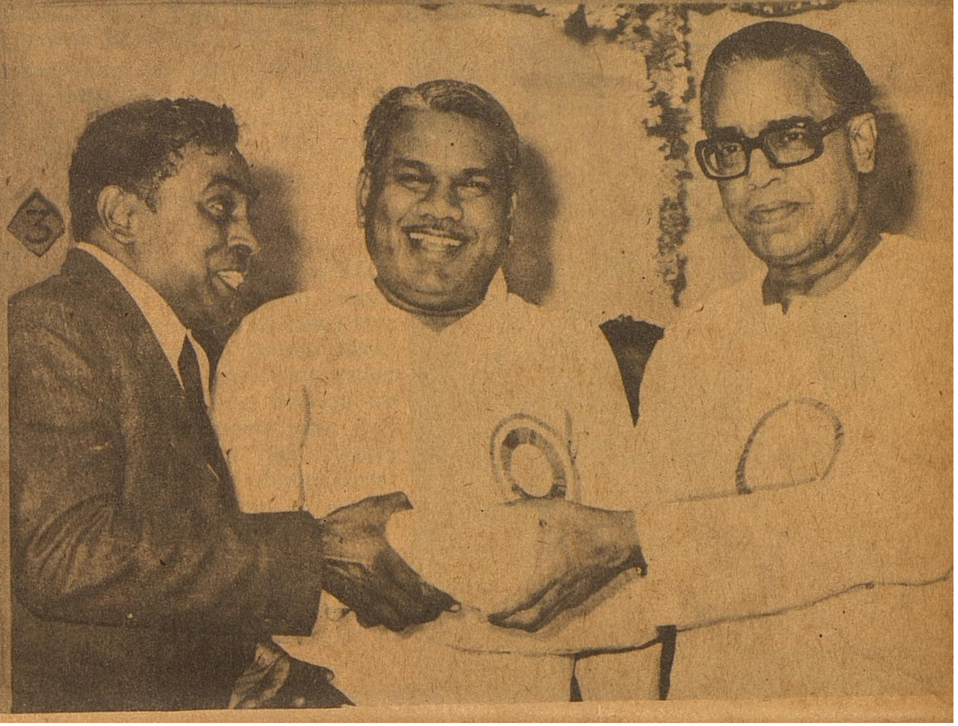


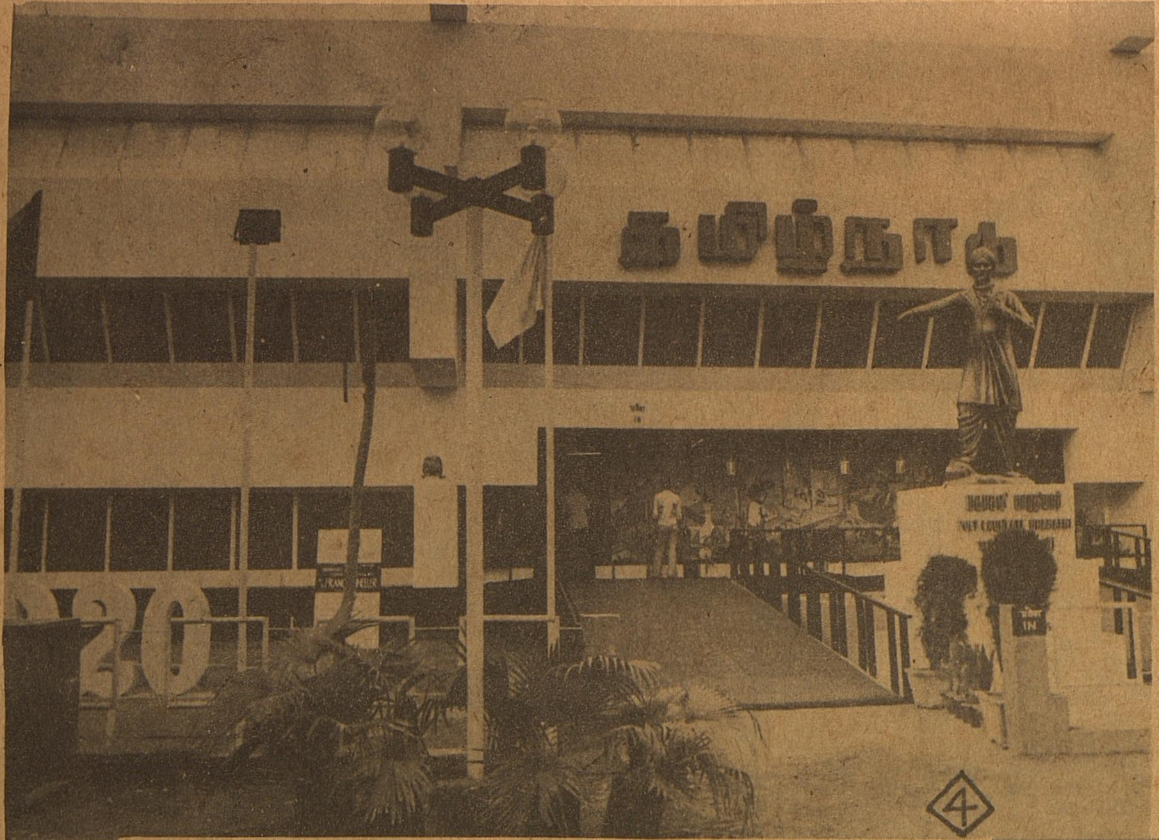
NEWS IN PICTURES

1. The 29th All India Co-operative Week was inaugurated at Valluvar Kottam on the 14th of November '82 by the Governor, Thiru S. L. **Kurana**. The Governor distributed sewing machines to the widows of Ex-Servicemen. The Minister for Co-operation Thiru C. **Ponnaiyan** participated in the function.

2. Thiru **Robert Wade-Gery**, High Commissioner of United Kingdom, in India called on Thiru V. R. **Nedunchezhiyan**, Minister for Finance on 4-11-'82 at the Secretariat.

3. The free tooth powder distribution scheme for rural children was inaugurated by Dr. H. V. **Hande**, Minister for Health at Ponneri on 14-11-'82. The Minister for Rural Industries Thiru **K. A. Krishnaswamy** participated in the function.





4 - Tamil Nadu Pavilion.

5. The Minister for Industries Thiru **S. Thirunavukkarsu** visited the Tamil Nadu Pavilion at the Indian International Trade Fair '82 held at New Delhi on 2-11-'82.

6. Talks on Krishna Water supply to Madras was held at the Secretariat, Madras on 5-11-'82. The Chief Secretaries of Tamil Nadu and Andhra Pradesh and P.W.D. Secretaries participated.

S. Joseph Jogindranath,
Wild Life Warden, Madras.

Crocodiles have catastrophically declined world wide in the postwar period largely as a result of sophisticated hunting methods combined with insatiable demand for hides by the luxury leather-market. Control of destruction was if it existed at all and in many parts of the world, whole population of crocodile disappeared before any practical effective preventive measures of control could be thought of and implemented.

India has been no exception. Crcodile population have been extremely hard hits. Crocodile hunting is now legally banned in India. The Wildlife (Protection) Act 1972 lists both species of crocodiles and gharrial under Schedule I which affords total protection for ever. Similarly export I instructruction No. 46/73 forbids the export of crocodiles and Gharials, their hides or products there from.

There are three species of crocodiles in India:—

1. The salt water or esturine crocodile (crocodylus porosus)which grows to more than 6 metres and is restricted to coastal mangroves.

2. The freshwater, swamp crocodile or Mugger (crocodylus palustris). The mugger the average adult size of which is 3.5 metres in habits rivers, pools, ponds, village tanks, lakes,swamps and reservoirs.

3. The gharial (gavialis gangaticus) the sole living member of the family gavialidae. This unique long snouted fish eating crocodileian is a riverine species of North Indian Himalayan fed river systems. It also occurs in the Mahanadi river of Orissa. The Gharial attains a large size—more than 7 metres.

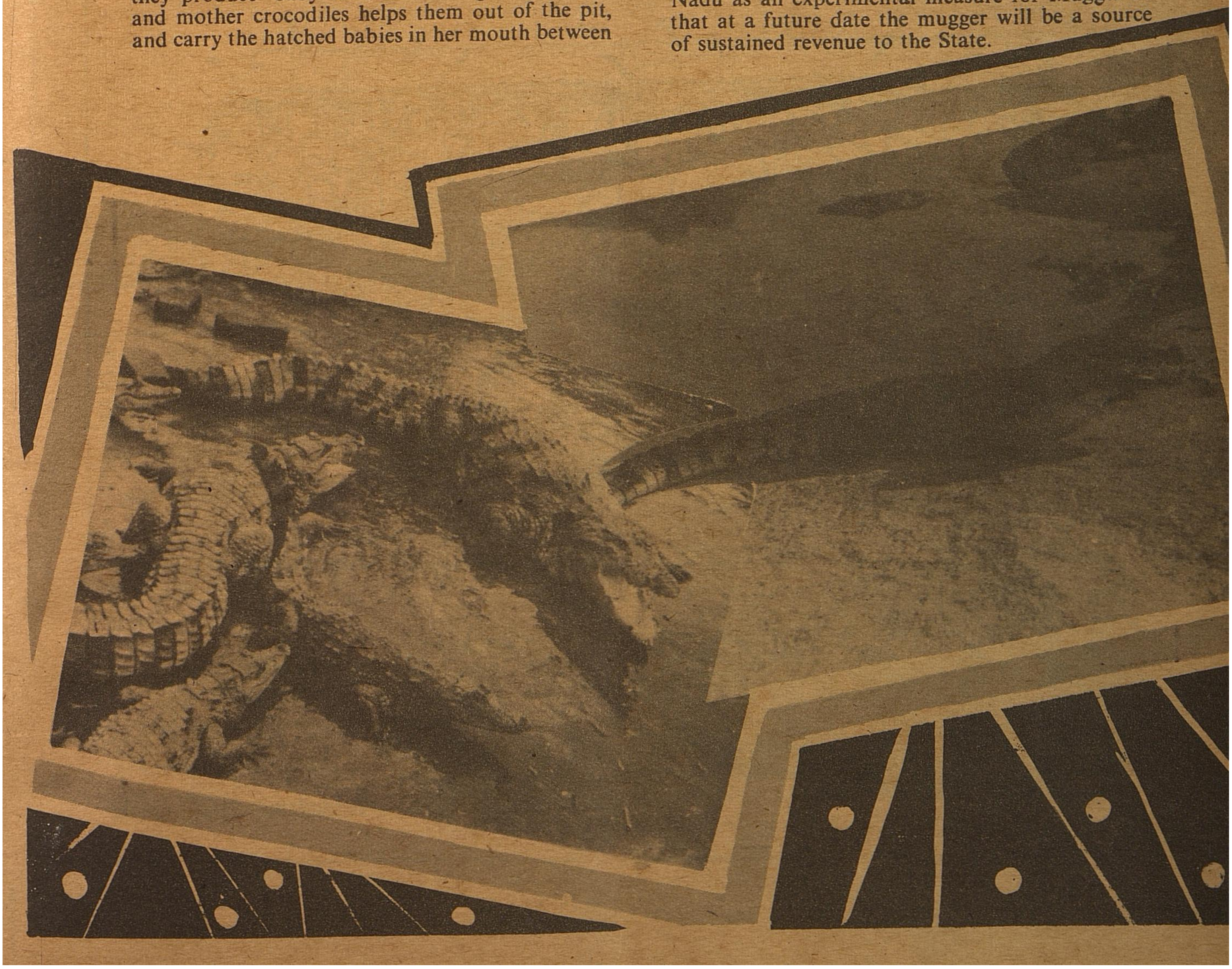
By 1974, the salt water crocodile have become extinct in the South Indian States of Kerala, Tamilnadu and Andhra Pradesh. A small population still exist in the Brahmani-Baiterani deltic area of Orissa known as Bhitar Karicka and a few individuals in Sunderbans in West Bengal.

The population of Mugger in South India (Tamilnadu, Karnataka and Andhra Pradesh) shows a rapid response to management combined with effective protection. Much of the mugger habitat has been affected by dam construction. Some crocodiles are also being destroyed as a result of fishery activities by way of setting of nylon gill nests.

Crocodiles usually spend more time underwater but all the same surfaces quitefrequently and basks in the sun. In Tamilnadu, wild population of Mugger is more resulting in more production of young ones particularly so when bred in captivity. In TamilNadu, the forest Department started the collection of crocodiles eggs from the wild from 1976. The eggs were collected from river banks of Cauvery, Coleroon, Moyar, South Sathanur Dam catchments, Vakkaramari near Chidambaram and Pitchavaram Mangroves. Generally during the month of March-April the female digs few trial nests in the river banks, or other suitable areas on land and lays 30 to 40 eggs in one of the pits which may be of about 45 cm. wide and 35 to 45 cm. deep. After laying the crocodile will cover the eggs with sand, soil and neatly pack with soft soil and may remain in the vicinity for another 90 days guarding her clutch. Yough crocodiles hatch after a period of $2\frac{1}{2}$ months to 3 months. When the young ones hatch they produce 'baby calfs' intimating their arrival and mother crocodiles helps them out of the pit, and carry the hatched babies in her mouth between the jaws and release them in water and will stay with her new borns for another six months or so.

In Tamil Nadu from the year 1976 onwards captive husbandry units were started in Sathanur Dam, Amaravathi, Hogenakkal and Madras. In each centre there will be a hatchery, a hatchling pool and yearling pool. Eggs collected from the wild will be hatched in wooden boxes filled with sand at the hatchery. The hatching will then be reared in the hatchling pool and fed with small fish (fry and fingerlings), tadpoles and Chopped fish daily. After one year they will be transferred to yearling pool where they are fed with fish, beaf and frogs and when they are large enough about 1.5 m, released in the wilderness again. Through these rearing centres,more young babies are produced, protected, well fed and as a result they grow faster in size and weight than the brothers and sisters in the wild. These centres thus provide young crocodiles which are released back in areas where there were crocodiles once and also in any other areas where the existing crocodiles population is much reduced. Thus these centres are the sources of supply of crocodiles to areas in need. In Tamil Nadu we have 1900 muggers and 11 salt water crocodiles in the Breeding centres under the control of the Forest Department.

Under the existing circumstances, commercial farming of crocodilians will be carried out in Tamil Nadu as an experimental measure for Mugger so that at a future date the mugger will be a source of sustained revenue to the State.



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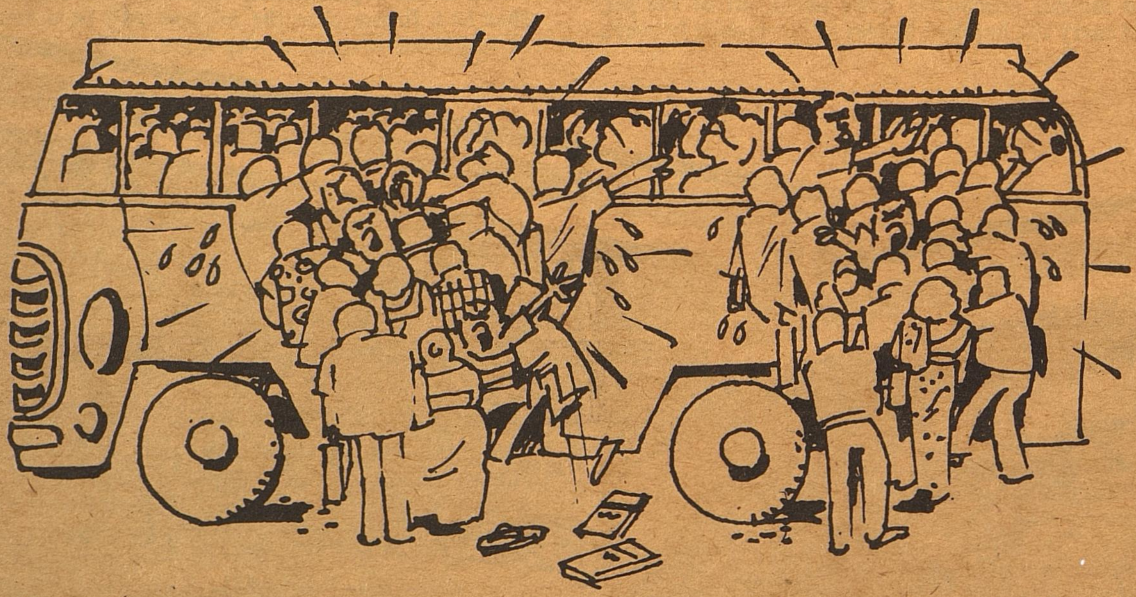
- Chances for break-down and accidents are more



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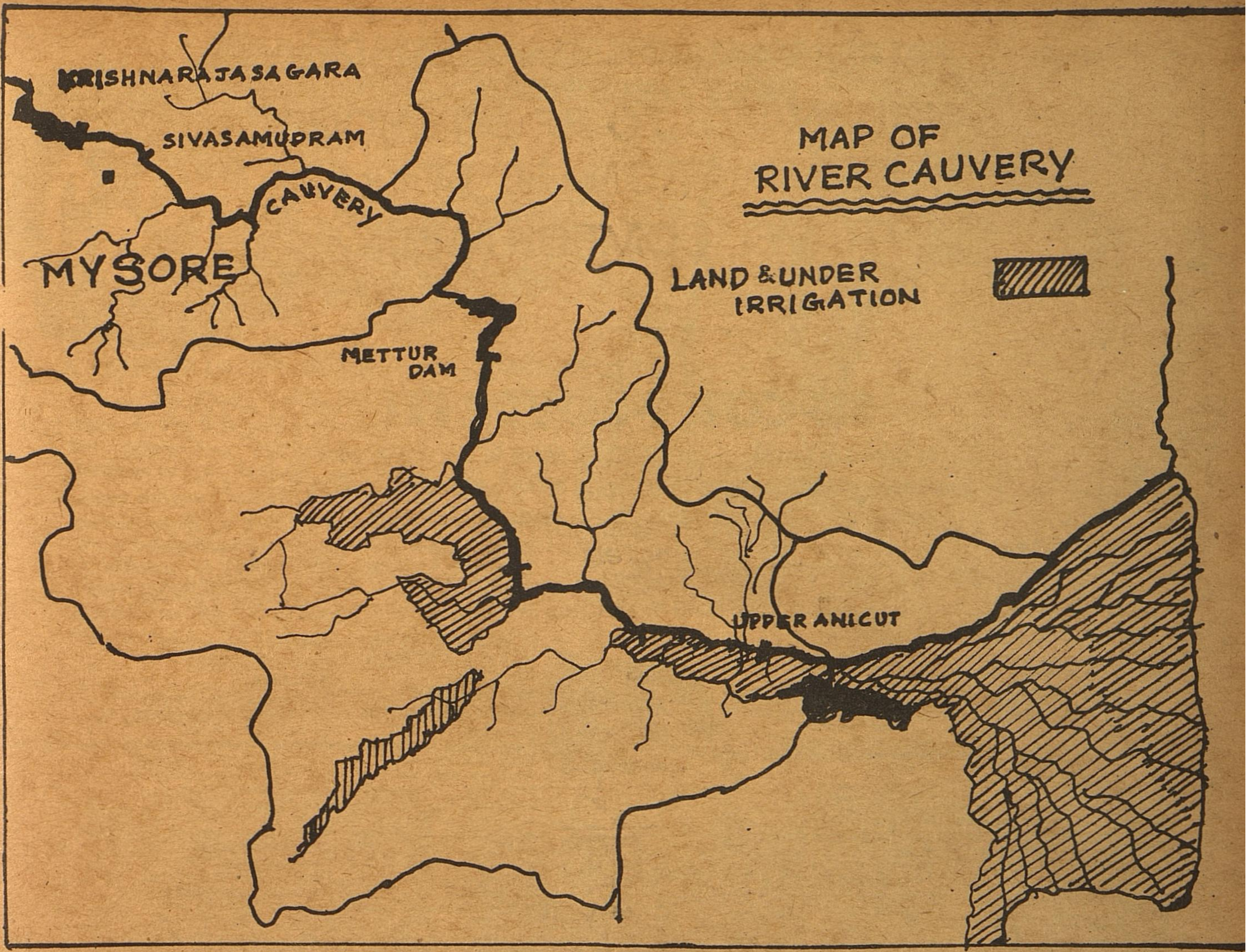

RIGHTS OF TAMILNADU TO CAUVERY WATERS

Research conducted by the Tamil University reveals that Tamil Nadu had right to Cauvery Waters from time immemorial.

Facts revealed by historical research:

Historical research shows that in the 12th century and 17th century A.D. Cauvery waters were obstructed from flowing into Tamil Nadu, and the said obstructions were removed by the armed forces of the kingdoms of Tamil Nadu.

Chola Period:

Rajarajan II was ruling the Chola kingdom from 1146 to 1163 A.D. King Narasimman I, who was then ruling Mysore, put up artificial hillocks on the river bed of Cauvery and directed the flow of the river. As a result, the irrigation channels in the Chola Kingdom dried up and there was threat of famine. The Chola King, Rajarajan, led an army into the territory of Karnataka and shattered the artificial hillocks, and brought the Cavuery waters to Tamil Nadu. He also constructed new channels called "Pudukaverikal". To meet the cost of the expedition new tax by name "*Kavirikarai Viniyokam*" was also levied. This historical fact is also mentioned in "Thakkayaga Parani" "Rajarajan Ula" and in an illustrative poem quoted in the commentaries on "Tolkappiam".

17th Century A.D

Similar situation arose in the 17th Century A.D. when Chikkadeva Rajan was ruling Mysore. At that time the Naick queen, Rani Mangammal, and the Maratha king, Sakasi, were ruling Tamil Nadu. Though they had other differences they sent their armies jointly to Mysore. Before the armies reached Mysore, the dams gave way and the Cauvery water freely flowed into Tamil Nadu.

These historical facts confirm the undeniable rights of Tamil Nadu to the Cauvery Waters from time immemorial.

ENTREPRENEURS ARE ALSO MADE, NOT ONLY BORN.

SIPCOT PROVES IT!

A bountiful offer from SIPCOT. Here is an attractive package of liberal incentives that would give any medium and large scale entrepreneur a new industrious life.

TERM LOANS:
SIPCOT advances loans upto Rs. 60 Lakhs for projects worth upto Rs. 200 Lakhs. At the lowest rates of interest — 12.50% p.a. for units in backward areas and 14% p.a. in other areas.

SEED CAPITAL ASSISTANCE:
Persons technically or professionally qualified or persons possessing relevant experience or skills either in industry, business or trade can get Seed Capital Assistance from SIPCOT upto Rs. 15 Lakhs depending on the gap in equity for projects costing upto Rs. 2 crores.

INTEREST FREE SALES TAX LOAN:
Through a more liberalised scheme of financial assistance, the maximum eligible IFST Loan would now be Rs. 50 Lakhs for existing units taking up expansion/diversification and Rs. 100 Lakhs for new units to be set up in the following districts/areas:

1. Tiruchirapalli
2. Ramanathapuram
3. Madurai
4. North Arcot
5. South Arcot
6. Dharmapuri
7. Pudukkottai
8. Kanyakumari
9. Thanjavur
10. Maraimalai Nagar
11. Kunnathur Block in Chingleput District
12. New Industrial Complexes of SIPCOT in Gummidipoondi and Tuticorin.

STATE CAPITAL SUBSIDY:
15% for medium and major scale units to be set up in the following 24 taluks and new complexes of SIPCOT in Cuddalore and Tuticorin:

1. Polur 2. Chengam
3. Wandiwash 4. Cheyyar
5. Gingee 6. Tirukkoilur
7. Ulundurpet
8. Kallakurichi 9. Tittagudi
10. Chidambaram
11. Kattumannar Koil
12. Tindivanam 13. Musiri
14. Ariyalur 15. Orathanad
16. Peravurani
17. Aranthangi
18. Avudayarkoil
19. Periyakulam
20. Vilathikulam
21. Nanguneri
22. Madurantakam
23. Ponneri
24. Gummidipoondi

SUBSIDY SCHEME FOR ELECTRONICS, DRUGS & AUTOMOBILE ANCILLARY UNITS:
Electronics, Drugs & formulations of scheduled drugs & Automobile Ancillary Units set up anywhere in Tamilnadu not covered by the State or Central Subsidy scheme are eligible to get a subsidy of 10% on the value of the fixed assets to be created or at the rate of Rs. 20,000/- per every regularly employed worker (whichever is lower) with an overall monetary ceiling of Rs. 15 Lakhs.

CENTRAL INVESTMENT SUBSIDY:
Under this scheme 33 notified backward taluks are eligible for Central Government Subsidy equivalent to 15% of the fixed capital investment subject to a maximum of Rs. 15 Lakhs.

The scheme is applicable for small, medium & large scale industries.

SPECIAL CELL FOR NON-RESIDENT INDIANS:
To encourage investment in Industries in Tamil Nadu by Indians living and working abroad, a special campaign is being launched by SIPCOT. Individuals and Associations in foreign countries have been contacted. Available incentives and project proposals have been communicated. The non-resident professional can entrust all preliminary work with SIPCOT who will tie up finances and obtain State clearances.

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CONSULTANCY SERVICES

UNDERWRITING OF SHARES

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COOPERATION

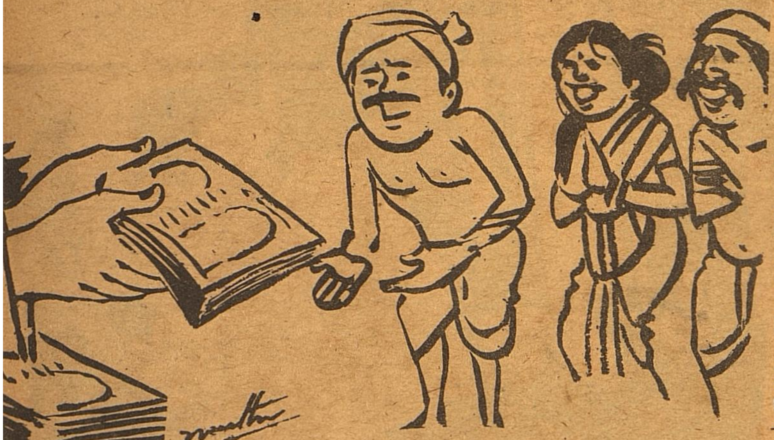
A PIONEER IN COOPERATIVE MOVEMENT

To Tamilnadu belongs the honour of having taken up the first step towards the introduction of the cooperation movement. For in 1892 the Government of Madras appointed one of the senior officers, Sir Frederic Nicholson to study the movement of land and Agricultural banks which prevailed in Eroupe and report how far they could be effected to Indian conditions to establish in Madras Presidency in order to relieve rural indebtedness. His valuable report formed the basis for the Act of 1904.

It was in Tamilnadu we witnessed the establishment of the first Apex Cooperative Bank in India started in 1905. The honour of establishing the first cooperative journal also belongs to Tamilnadu The Madras Bulletin of Co-operation.

CO-OPERATIVE AGRICULTURAL CREDIT:

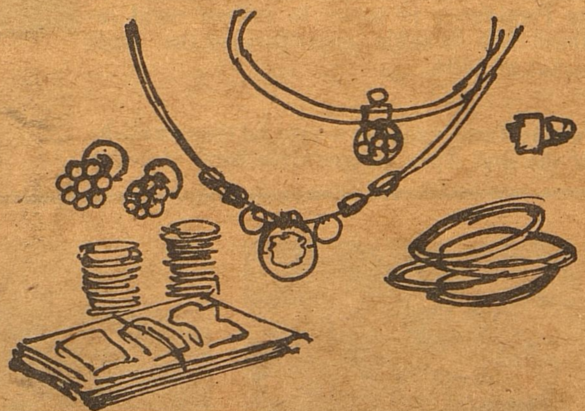
The Village Agricultural Service Co-operative Societies constitute the nucleus of the co-operative movement in the State and there are about 4,700 such societies providing short term credit for cultivation operations and medium term credit for subsidiary occupations. There are 182 primary land development banks providing long term credit for land development purposes. The credit Co-operatives have provided agricultural loans as per details given below:



Year	Short-term and medium term	Long term	Total.
	(RUPEES IN CRORES)		
1977-78 ..	127.13	12.28	139.41
1978-79 ..	102.65	11.24	113.89
1979-80 ..	42.70	8.85	51.55
1980-81 ..	25.77	4.76	30.53
1981-82 (upto December)	65.57	2.24	67.81

Jewel loans:

Special attention has been paid to step up the issue of consumption loans through cooperatives to the weaker sections of the community on the pledge of jewels. In order to enable this category of persons to obtain the needed credit, the quantum of loan to be issued per sovereign has been raised up to Rs. 800. The rate of interest on such loans has also been reduced from 15% to 14% per annum. As against the programme of Rs. 130 crores of issue of jewel loans, the cooperatives have issued a sum of Rs. 197.86 crores during 1981-82.



CONSUMER CO-OPERATIVES

Distribution of consumer goods:—There are 3,662 primary co-operative stores functioning in urban and rural areas, which include 2,805 college and high school students co-operative stores catering to the needs of the students population such as text books, note books and other sattionery articles, 15 stores exclusively for women and 282 stores for industrial and plantation workers. There are 29 co-operative wholesale stores with 994 branches for retail business in places where there are no primary stores or where the primary stores are not functioning effectively. The primary stores have also opened 384 branches to cater to the needs of the consumers. The consumer co-operatives effected retail sales to the value of Rs. 181.55 crores during the year 1980-81. The value of retail sales effected upto December 1981 during the current year is about Rs. 166 crores, as against the programmes of Rs. 192 crores for the current year. The programmes for 1982-83 is Rs. 200 crores, consisting of Rs. 127 crores towards the value of retail sales in urban areas and Rs. 73 crores in rural areas.

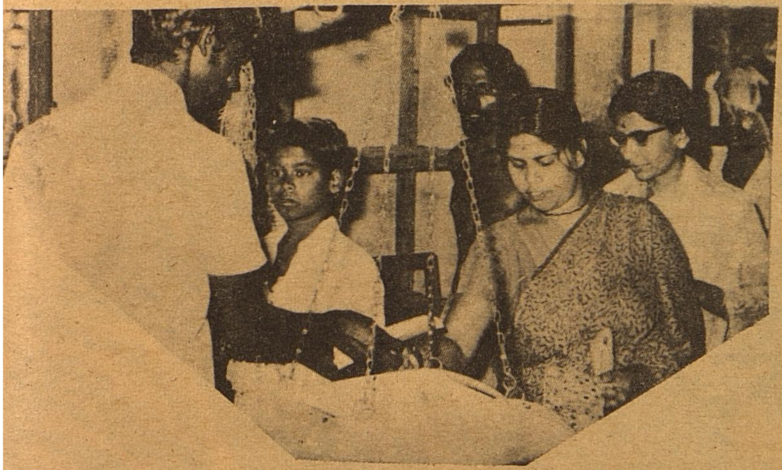
Coverage of weaker sections: There are 66 small branches to cater to the needs of the weaker sections of the community in backward areas, industrial workers, etc, and 100 smaller branches (Makkal Angadigal) to serve the weakest of the weaker sections in slum areas of cities and towns. The branches effected sales to the extent of Rs. 5.99 crores during the year 1980-81. The value of sales effected by these branches up to December 1981 during the current year was Rs. 6.42 crores. Proposals for setting up 17 small sized retail

outlets to meet the needs of industrial / factory workers ,plantation workers/labour, low income groups/backward class/slums and other residential areas where there is concentration of Scheduled Castes/tribes are under the consideration of the Government in consideration with the Government of Inida.

TAMILNADU COOPERATIVE MILK PRODUCERS FEDERATION LIMITED:

There are 457 milk depots, 21 delivery points, 25 automatic vending machines and 49 milk parlours in Madras city run by the Tamil Nadu Co-operative Milk Producers' Federation Limited.

There are 110 rural housing cooperative societies 58,994 houses were built by Adi-Dravidars, and 18,308 houses by other through loans and subsidies released to the extent of Rs. 2,602.82 lakhs for the year 1980-81. For the year 1981-82 40,000 houses will be completed. 11,623 houses have been completed on January 1982, out of which 10,115 are for Adi Dravidars.



village shops

With the 4441 fair price shops already run in the villages by the co-operatives in all the districts converted into full fledged shops, there are now 11,101 village shops run by the cooperatives. Action is being taken to open nine more village shops in Periyar District. The village shops effected sale of essential commodities to the value of Rs. 29.53 crores during 1980-81 and Rs. 67.90 crores up to December 1981 during the current year. At present the value of average sales per shop is about Rs. 9,000. It is expected that during 1982-83 sales to the tune of Rs. 100 crores will be effected.

LAMPS: The 12 LAMP co-operative societies functioning in the State continue to strive to improve the standard of living of their tribal members by providing them, credit for cultivation and others productive purposes at a concessional rate of interest viz. 4 per cent per annum and other services such as marketing of agricultural and minor forest produce, supply of agricultural inputs and distribution of consumer goods under one roof. Proposals for organisation of three more Lamp co-operative societies in the Masinagudi Hills in the Nilgiris district, Pachamalai Hills in Salem District and at Nammiyampet in Jawadhi Hills in North Arcot district are under consideration of the Government. The Government continue to provide financial assistance liberally to the LAMP co-operative societies in view of the poor economic condition of the tribal population. During the period from 1976-77 to 1980-81, the Government gave assistance to the extent of Rs. 79.35 lakhs to these societies, including the assistance of Rs. 29.80 lakhs provided during the year1980-81. During the year 1981-82 Government assistance to the tune of Rs. 16.49 lakhs has so far been sanctioned and the proposals for sanction of assistance to the extent of Rs. 68 lakhs are under

the consideration of the Government. Privision of Rs. 36.90 lakhs has been made for giving assistance during 1982-83..The three LAMP co-operative societies in South Arcot district have enrolled 62 per cent of the tribal families within their areas and the remaining nine LAMP co-operative societies have enrolled all the tribal families in their areas. 'There were 33,222 members in the 12 LAMP co-operative societies at the end of December 1981.

Women in the eyes of Bharati and Thiru. Vi. Ka.

Pulavar **N. Rajagopalan, M.A.**

"Give us good mothers and I will give you a good nation" thus stated Napoleon, the meteoric figure of memorable France. This implies that the greatness of a country solely depends upon its womenfolk. During the Sangam age and in the vedic period, women were equivalent to men in erudition, equanimity, politics, philosophy etc., in short in all respects. Thereafter differentiation shot up, degeneration of women set in and this, eventually, led to the degradation of the society.

Greatmen, like Rajaram Mohan Roy in the North and Vedanayagam Pillai and Savarayalu Naickker in the South, strived for the uplift of women and paved the way for their successors to carry the torch of freedom for the damsels in distress.

The poet Bharati and the Philosopher Thiru-Vi. Kaliyanasundaranar stepped into the shoes of those philonthrophists and did their utmost till their demise for the cause dear to their heart. Though Bharati wrote essays and fiction too, he was generally known only as a poet and though Thiru Vi.Ka. had many poetical works to his credit he was well known as an essayist and orator. Bharati was the first poet of modern times to write poems in simple and easy language and Thiru.Vi.Ka. was the first orator to lecture and essayist to write, in easily understantable language.

Bharati was the follower of Tilak where as Thiru-Vi.Ka had his leanings to wards Gandhiji. Bharati had Bharathidasan as his disciple and Thiru.Vi.Ka.had Dr. M.Varadarajan as his successor. Both were editors of News-papers and left no stone unturned in order to instill their ideologies in the minds of the impenetrable masses. Bharati contended himself in spreading out his gospels. Thiru-Vi.Ka. went further by associating himself in the Trade Union Movement and trying to lead them to thier bright future.

These two eminent personalities had known each other, moved closely and had mutual regard for one another. (This fact is reflected in the quotation of Bharati's poetic linesin "let us make bonfire the ignorance that degrades women" In the third chapter of one of Thiru.Vi.Ka's master piece, "The greatness of Women" and Bharati's tribute to the lecture of Thiru.Vi.Ka at Pondicherry, found out through the poem of Bharatidhasan'). They had indentical views in many spheres of life, especially with regard to feminism. Both had their inspiration from the past and the present. Bharati extolled Chandramati, Droupathi, Kunti, Sita of the epics. He adored Avvaiyar, Nachelliyar of the Sangam period. He also paid his encomium to sister Nivedita and Sarojini Naidiu.

Thiru.Vi.Ka paid his glorious tributes to Maithreyi, Gargi, Devabuthi of Vedic age, Haddas, Semiras, Sultana Raziya of the pages of history, Meerabai, Zebunnisa, chise of the literary field, Sabari, Kunti, Gandhari of the epics and Avvaiyar, Velli Veethiyar, daughters of Pari of the Tamil Literature.

India is the country where even the Gods had given equal status to their spouses. It is a known fact, that Siva, Vishnu and Bhrama are having their life mates, in the left side of the body, on the bosom and tongue respectively, indicating the equality, belovedness and representation of eloquence. This, both the thinkers had pinpointed to the people to persuade them to follow suit. They traced the social history and completely agreed with the age, ways and means of the downfall of women. They proclaimed unanimously that unless the gentle females were freed from cruel bondage this great country would never get freedom from the ferocious foreigners.

These two had become singled out specimens for the authentic adage that greatmen think alike. Thiru-Vi.Ka.remarked that one could see divinity in the feminine forms quoting extensively from the eminent saints. He stressed that the grace of femininity could be clearly visible on the countenance of males having creative ability or constructive approach and cited the portraits of Shelly, Gandhiji, Buddha etc.

Bharati also had the same thoughts imbedded in his mind for he wrote that the male Kannan was having the traits of a female. He even depicted Vinayaga as a female, by addressing

him as "Vani, and Kali". He went one step further, when he said, "your wife is a God" "Male is hotness; female is coldness". These were the very words found in the works of both of them. It is amazing to note that not even a syallable has found to be changed.

Bharati's service to the women were two fold. He took up the cudgels for the down-trodden women and he also visulised the modern woman with progressive views and activities. Both men and women are equal in status. Women should discard their age old shyness,fear etc., and acquire knowledge, independence, bravery and charity. They should walk erect, look straight and fear none on the face of the earth. They should never deviate from their chosen path. They should come out of their abodes,travel nooks and cormers of the wide world, accmulate all the novel ideas and thus enrich the motherland. They should get honours enact laws,write Vedas and create a new divine sect. They should marry their beloveds and give him a helping hand in all his activities and pursue a glorious life, better than the past, "These were his observation with regard to his new type of revolutionary women''.

Thiru.Vi.Ka. had given the meaningful methods for the reformation of the women by his ardent advice to them. He depicted the steps in rearing up a female child. The characters to be absorbed, hours of sleep, nature of diet, Physical exercises mode of friendship, ornaments causing harmful effects, sexual life, maternity matters etc. were dealt by him in minute details. He advised the maids to choose their lifemates by themselves for which he had given ample guidelines.

Both of them strongly advocated the point of educating women. They firmly belived rightly too that education alone would solve all their problems.

Regarding the remarriage of the widows there is slight difference between them while Bharati strongly defended the remarriage of widows of all ages, Thiru.Vi.Ka was of the opinion, that remarriage was necessary only to the young ones of marriagable age. Where as those who had enjoyed the confiugal life should not desire for the same since their intimate and endearing life with the departed mate of the past, would certainly prevent them from entering into new marital life despite, the strong external pressures on him or her.

Thiru-Vi.Ka has said that the great seers who had renounced the whole world had not detested womenfolk and to support his statement he had quoted from the works of the saints.

Thiru.Vi.Ka.had personified beauty as women. Bharati who had the pseudonym as Sakthi dasan '(slave of mother goddess) and had transformed male Kannan to female Kannamma and voiced forth this revolutionery ideas of a female through the mouth of Panjali) had equated, liberty, rain, poetry language, mind and sky to women.

Only because of these great souls of Tamil Nadu supported by Periyar and his rationalist movement the, dreaded yokes of the delicate women were thrust aside; the chains of slavery were smahed; and freedom of the females was enthroned.

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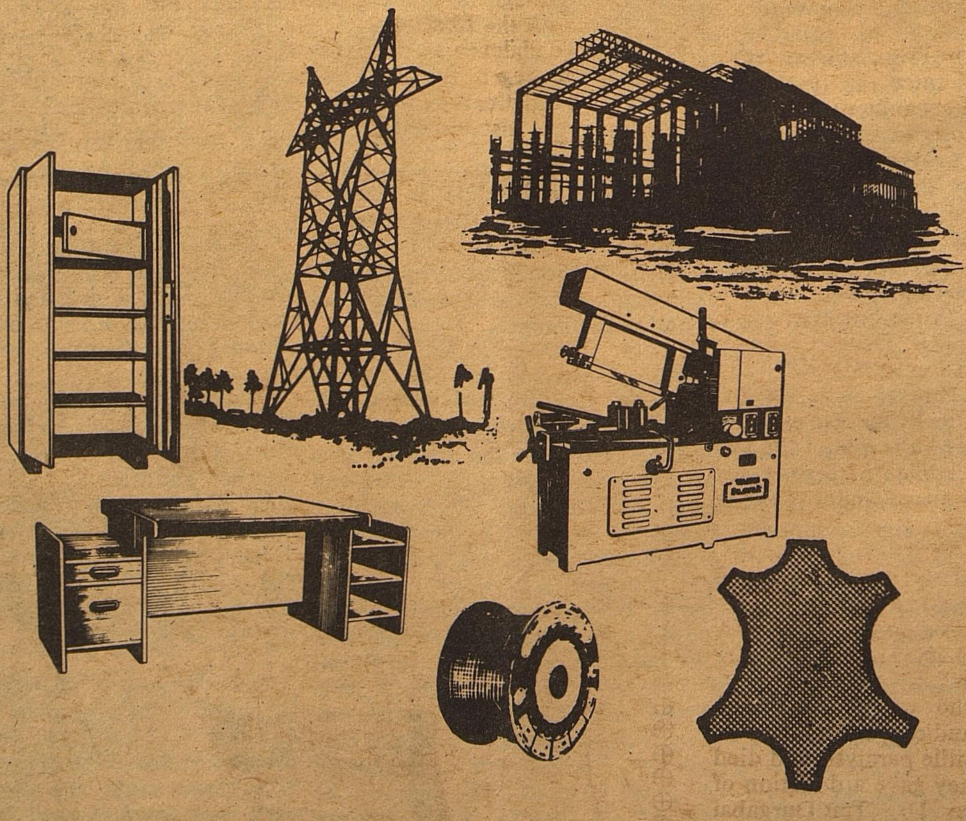


Care for the HANDICAPPED

The Andhra Mahila Sabha is a Public Trust and its first Founder President Dr.(Tmt) Durgaibai Deshmukh.

The Andhra Mahila Sabha does not denote any single unit. It is a complex institution. The name Andhra Mahila Sabha gives an impression that only children belonging to Andhra State are looked after. But a look at the institution will prove that it is not so. At Madras the following Institutions function (1.) The Andhra Mahila Sabha Nursing Home for women and children; (2) The Mahila Vidyalaya (3) The Tourist Hostel and(4.)the Eswari Prasad Dattatreya orthopaedie centre.

The Eswari Prasad Dattatreya Orthopaedic Centre for treatment, education and rehabilitation of children has reasons to be legitimately proud of the progress made by it during the last 21 years of its existence. Founded by the late Dr.(Tmt) Durgabai Deshmukh in 1960, one had the unique good fortune of the first main building being declared open by our Prime Minister Tmt. Indira Gandhi. Dr. Durgabai Deshmukh had a vision to provide total rehabilitation care to children disabled by birth or by diesase and this orthopaedic centre is one of the key stones in the edifice of service she built in the campus of Andhra Mahila Sabha.

The story of the establishment of the Eswari Prasad Dattatreya Orthopaedic Centre is a poignant one. The only son of Tmt.and Thiru. Hanumantha Rao (Retd. I.A.S.) Eswari Prasad Duttatreya who was 9 years old, had become handicapped and crippled owing to infantile paralysis and died ultimately. They gave a donation of Rs.1,00,000 to Dr. Tmt.Durgabai Deshmukh to spend the amount in a

P.Savithri, M.SC., Assistant Director
Andhra Mahila Sabha

useful and purposeful manner in their son's memory. Thus The Eswari Prasad Dattatreya Orthopaedic Centre came into existence in the year 1960. The foundation for the building was laid in 1958 by the then Governor of Madras, Sir Bishnuram Medhi. The building turned out to be a very impressive one. Sir.Hanumantha Rao donated for the building and both structurally and functionally the building looked very imposing and it was inaugurated in the year 1960. Though in the beginning it started with the treatment of the handicapped children as out patients gradually it began to admit some children as inpatients as well. Hostel facilities were also provided.

A few rooms in the first floor were converted as hostel and a dozen children were admitted as in patients. Sir.Hanumantha Rao, Tmt. Hanumantha Rao and Dr. M. Natarajan rendered great service for the development of this Institute. Tmt and Thiru Hanumantha Rao constituted a trust for Rs.1,00,000/, the interest of this would be spent for the benefit of the children who were taken as inpatients.

Next a campaign was started for sponsoring a scheme underwhich philanthropically minded people would adopt one child and pay the money required both for the treatment and education. The scheme succeeded and gradually the number of sponsors grew. With the result one could take 30 more children. Some private companies like T.V.Sundaramand Sons, sponsored as many as five chil-

dren a year. The entire charges for a child for everything including the treatment, food,etc. came to Rs.1,500/ year. The increase in the number of the sponsors brought more and more children to our Institution and people from outside Madras began to apply for admission. A few parents were able to meet the expenses but most of them were not. Nevertheless, these children were not turned down on the ground of their poverty but were brought under the category of sponsored children. All these necessitated the expansion of the building so as to provide for a hostel wing with 80 beds.

At present the Eswari Prasad Dattatreya Orthopaedic Centre has the following wings to cater to the needs of physically handicapped and mentally retarded children.

1. **Treatment Section:**

Outpatient department, Wards for Pre Opèrature and post operature cases, Operation theatre, Physiotheraphy department inclusive of electrotheraphy and wax theraphy. Occupational theraphy department, Hydrotherapy department.

2. **Investigation Section**

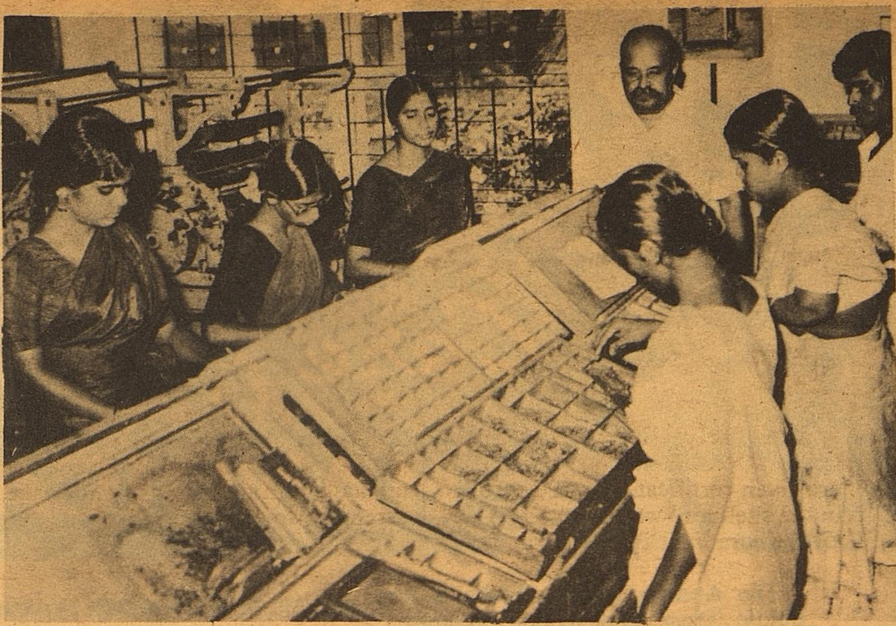
Radiology department, E.C.G Unit, Clinical Laboratories including facilities for Bacteriological and Bio Chemical Investigations.

3. **Rehabilitation Section**

Brace workshop for making the orthopaedic appliances required to the handicapped.

4. Montessori school and Middle school with Std I to VIII.

5. Residential hostel for 100 children with recreational facilities like T.V. and Radio set.



Vocational Rehabilitation unit with the following sections:

Printing section for Physically handicapped men and women in the age group of 16-24 years. Binding, composing and printing are taught to the trainees. Qualified trainees (with a minimum educational qualification of 8th Std.) are sent for Government Technical Examinations. Care is taken to get them employed in Government and private institutions.

Tailoring Section: This section also caters to the need of physically handicapped men and women in the age group of 16-24 years in cutting and tailoring; embroidery is taught to the trainees. 8th Standard qualified candidates are sent for Government Technical examination. Care is taken to get them employed in Government as well as private organisations.

Those in printing and tailoring sections who are very severely handicapped and who do not possess a Government technical certificate are unable to get a job outside. These candidates are enrolled in the respective sheltered workshops.

The Printing section sheltered workshop undertakes binding and printing of all types of stationery items. It also undertakes production of student notebooks for the Tamil-Nadu Text Book Society.

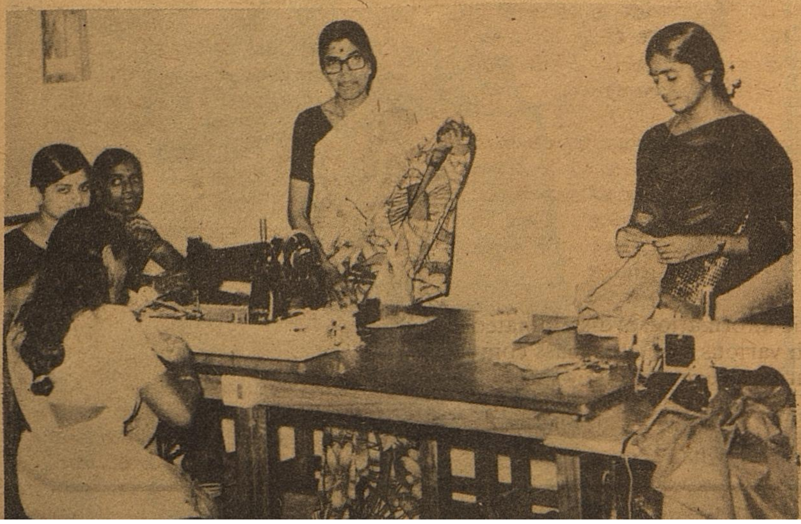
Similarly the tailoring section sheltered workshop also undertakes stitching of uniform. Many Central Government Organisations like Regional Labour Institute, Fisheries Department, Central Vehicle Research and Development Establishment, Heavy Vehicle Factory, Central Water Board etc. place orders.

Section for the mentally retarded

Special education and vocational training in skill refinement programme is imparted to mentally retarded adolescent adults in the age group of 16-24 years.

Individualized training is emphasised as the understanding capacity of the students are very low. Care is taken to have student teacher ratio as 4:1 so that individualized attention is given to all the students. The syllabus for these candidates differ from each other. This is based on the capability of each individual. Care is taken to see that knowledge is imparted for the day to day living. Practical class in Socio drama enables the candidates to act how he or she should behave in a particular situation, like travelling in a bus, getting a ticket in a bus, etc.

In the vocational training activities for co-ordination of eye and hand, both hands, etc. are given, and also



assembly of Industrial items are taught.

After two years of training in the class 'AVAKASA' the candidates are given certificate and are enrolled in the sheltered workshop 'UPAYOGA' where light industrial assembly work is undertaken. M/s Hindustan Teleprinters Limited places orders with this workshop which enable the mentally retarded to earn a decent living.

Carpentry Section:

Carpentry section of this unit helps in getting the modification needed for the physically handicapped to undertake training in tailoring and printing subjects. Modification in the machinery, place etc. are done according to the nature of durability to suit the individual to have a comfortable posture and also to have the maximum production with least strain.

This section also helps in making fixtures which are fool proof for the mentally retarded boys to undertake assembly works.

Crutches for the orthapaedically handicapped children are slso manufactured here.

The C. V. Shah sheltered cum training centre in the Adyar Andhra Mahila Sabha campus was inagurated by Thiru. R.M. Veerappan, Hon'ble Minister for Information and Religious Endowments in the presence of Thiru V.R. Nedinchezhiyan Honb'le Minister for Finance and Dr. H. V. Hande, Health Minister, Government of Tamil Nadu. In this new building taining is imparted in tailoring and printing subjects for the Orthopaedically handicapped men & women.

HOSTEL:

A well equipped hostel is located in the same campus. Women candidates who are orthopaedically handicapped are the inmates of the hostel. In the evening the hostel inmates are given various duties pertaining to kitchen, prayer, cleanliness etc. which helps them when they leave the hostel and settle at home. This helps to do house hold chores.

For recreation facilities provision of a T.V. set and radio help them.

The Institute can be proud that one of the mentally retarded boy R.Elangovan won the *Tamil nadu State Government award for the best worker for the year* 1981. The Institute also won the award for employing more number of handicapped persons for the year 1981.

The work is carried on smoothly with the aid rendered by the Government of Tamil Nadu and as well as the Central Government and Voluntary organisations and individuals who render financial help.

PUBLIC REALATIONS

A BRIDGE BETWEEN GOVERN MENT AND THE PEOPLE

By: S.BAKKIYARAJAN,
II M.A. (Communication)
Dept. of Journalism & Communication
UNIVERSITY OF MADRAS

Public Relations is the science of persuasive communication, a promoter of healthy atmosphere and community relationship. The need for Public Relations is all the more in a democratic set up where Public Opinion is the ultimate power. The famous saying of Abraham Lincoln "Government of the people, by the people and for the people" clearly shows the importance of Public Relation in a democracy.

Public Opinion plays a dominant role in shaping the policies and programmes of the government. For creating proper public opinion towards government policies, it is necessary to inform the Public about the objectives of the policy. Public Relations creates a positive image between government and the people.

People must feel that all the services of the government is for the public good. Public Relations helps to create this kind of attitude among the people. People should know their responsibility for effective functioning of the government machinery.

The birthdays of great leaders (Gandhi, Periyar, Anna, Rajaji, Kamaraj) are being celeberated every year so as to provide a chance to know and appreciate their services. This will create a spirit of national service among the people.

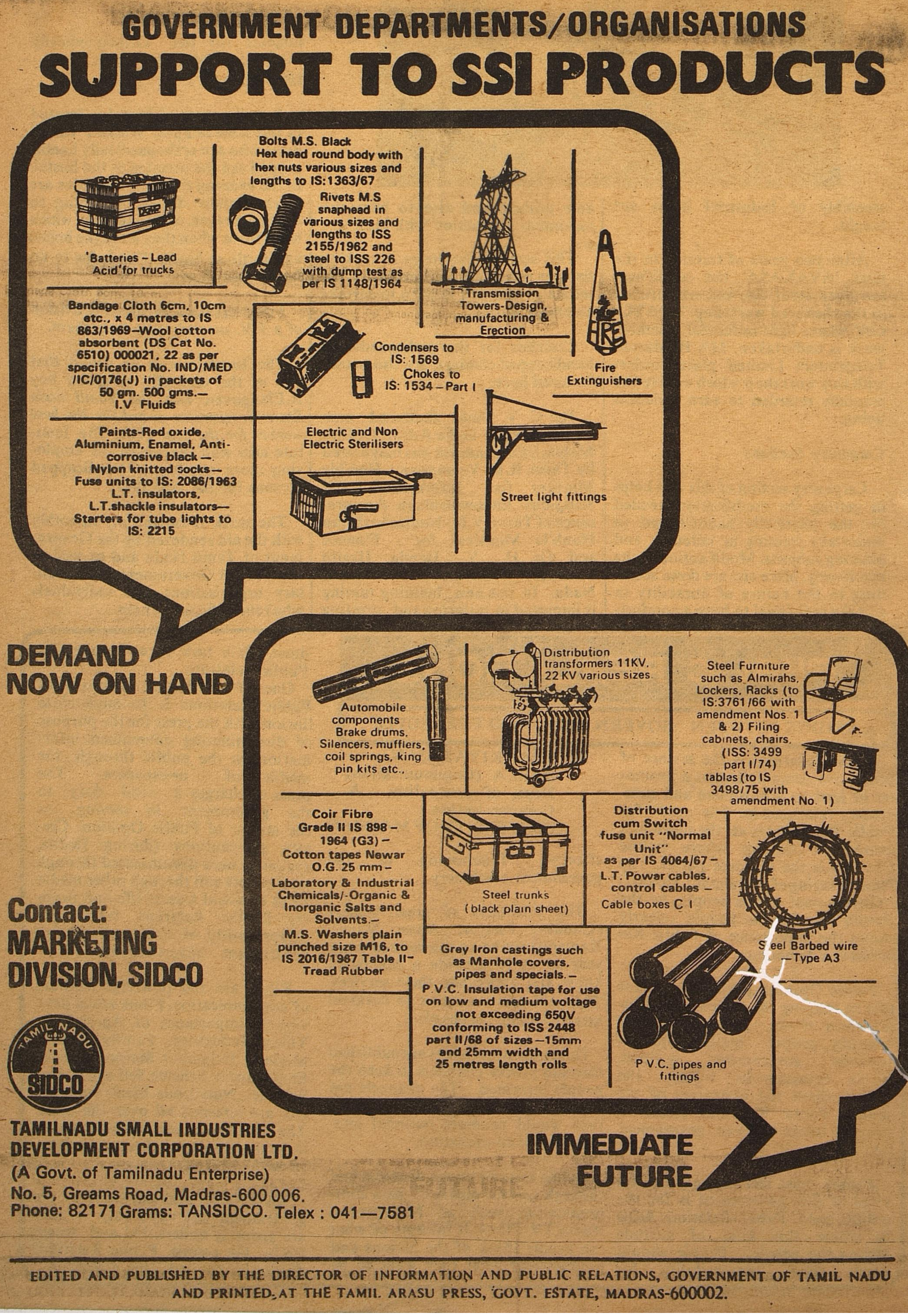
Government activities are published through proper channels to keep the people informed. The channels are books, brochures, posters. This in turn would promote national integration and co-operation.

Public information is disseminated through various media of mass communication such as Newspapers, Radio,TV, Films. It informs of what the people think of the actions and policies and what they want to be done. This task is undertaken by Public Relations.

One of the major functions of Public Relations is to have close liasion with the press for the purpose of disseminating government information to the public through the media of newspapers. The press discharges a vital duty to the government in serving as the mirror of Public Opinion. Certain pre-cautions (during floods, cyclones) were disseminated through newspapers and through other media so as to avoid loss of life and property. Public Relation takes the responsibility of channelising all government advertisements.

Films are the powerful medium of communication. Films which deal with the importance of Agriculture, Village Industries, Family Welfare, Modern Irrigation Methods, Rural Employment Scheme,Self-sufficiency Scheme, Nutritious Meals Scheme etc. are screened all over the state. The activities of various departments is being displayed through exhibitions.

All Policies and decisions of the government are valid only if they are properly understood and accepted by the people. Public Relations does a lot towards this direction.



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